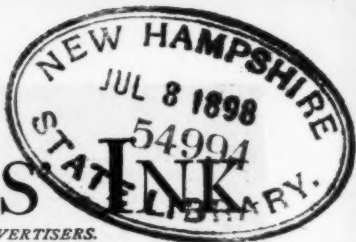


1322-3
659
Pg 57
V.24



PRINTERS

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIV.

NEW YORK, JULY 6, 1898.

No. 1.

There's Jubilee
APENTA VIN MARIANI

Among Advertisers
Who use the columns of
THE PHILADELPHIA RECORD
Because they get good returns for the smallest outlay.

229,920 Copies
every day during May, 1898, and
advertising cost but 25c. per line.

164,252 Copies every Sunday,
and advertising cost
only 20c. per line.

THE RECORD PUBLISHING CO.
PHILADELPHIA.

WILBUR'S Cocoa
JOHANN HOFF'S MALT EXTRACT
Coca-Cola
PARKER'S HAIR BALSAM
L.S. & PERRINS' Worcestershire SAUCE
ROYAL Bon Ami
RUMFORD BAKING POWDER
CASTORIA
Wm. Wm. & Co.

PRINTERS' INK.



HOOT MON!

Your Ear Please, Listen:

It gives us pleasure to state that we have had excellent results from our advertisement in COMFORT. This, too, when many other mediums are not bringing satisfactory returns.

Jan. 28, '98.

Bryant & Stratton Business College,
Buffalo, N. Y.

ONCE MORE FOR COMFORT.

Our advertisement is running in COMFORT, and we intend to keep it there permanently.

FRENCH DYE CO., Vassar, Mich.

Manufacturers of the renowned Tonk's French Dyes.

All General Advertising Agents Represent COMFORT.

W. H. GANNETT, Publisher, Augusta, Maine.

Boston Office:
John Hancock Building.

New York Office:
Tribune Building.

Chicago Office:
Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIV.

NEW YORK, JULY 6, 1898.

No. 1.

WESTERN RAILROAD ADVERTISING.

By E. A. Wheatley.

The railroads of the West expend annually in advertising about two and a half million dollars.

What do they get for it?

This article will endeavor to tell.

A careful study of the entire field, and a systematic perusal of a half carload of matter on the subject, has convinced the writer of what he had a very strong suspicion before, viz.: that a great portion of the railroad advertising of the West might easily be improved on.

And this applies perhaps more to the advertising done in periodicals than to the booklets and pamphlets, for these latter are, in general, brightly and attractively written.

One reason for this state of things is undoubtedly due to the fact that the advertisements are very often prepared by railroad officials, while the matter in pamphlets is largely contributed by editors, newspaper writers and those whose business it is to write.

The unfortunate official whose duty it is to look after passenger traffic, draft mileage tickets, and so forth, is also supposed, as a rule, between bites, to take a hack at the advertising. Needless to say that, not having very much time to give to it, and not being, as a rule, a trained writer or practical advertiser, he often fails to present the advantages of his road to the public in the best light.

The business is largely done direct, not through agents: modern facilities in illustrating, engraving and ad setting, as well as in ad writing, being thus lost.

It is on these grounds, then, I think, that as a rule railroad periodical advertising averages poorly as compared with that of other large general advertisers.

A more liberal policy would undoubtedly pay, and undoubtedly has paid, in the case of those railroads

which have been progressive enough to inaugurate it. For there are some railroads whose advertising is in every respect equal to the best and most progressive. Readers may judge for themselves as to which these are from the descriptions given below.

Chicago, Burlington & Quincy Railroad.—The advertising of this road is persistent and aggressive, but not specially unique or original. A special bid is made for farmers who wish to buy farms. The company publishes a paper called the *Corn Belt* and a handsome map of the United States. Other folders, booklets, etc., testify to an aggressive policy.

The Atchison, Topeka & Santa Fe have been doing some of the brightest and best advertising that I have ever seen. The most striking work is a number of small advertisements, measuring only three inches, single column, which yet stand out very boldly in the newspapers in which they have been run this winter. Their magazine advertising is more elaborate. Mr. Higgins, A. G. P. A., says that, "while recognizing the undoubted value of standard literary magazines, periodicals and the daily press, we have endeavored also to reach the public through attractive publications, believing that money thus spent brings good returns." Accordingly, the road has issued a very complete line of books, well written, well illustrated and well printed—a regular library of travel and geographical and other information. One of the best books of the lot is "To California and Back," a 175-page book, by C. A. Higgins, illustrated by McCutcheon. A classic in railroad literature.

The Missouri Pacific Railway run a series of advertisements in periodicals. These are quite attractive, but marred by an overplus of matter. Their pamphlets are good, well written, though somewhat prolix, and well printed. Worthy of mention and examination by progressive PRINTERS' INK pupils is their large "Hot Springs" pamphlet.

The Denver & Rio Grande Railroad do a great deal of effective advertising. Their newspaper work runs principally to readers and descriptive letters of travel contributed by travelers, as well as many which are prepared in their own office. Of these, Mr. Hooper, the G. P. A., informs me they frequently run as many as 600 to 1,000 columns a year. A glance over the batch sent me for examination shows them to be of a high order of merit. As to pamphlets, etc., this road has an abundance, well written and illustrated with good half-tones, but below par in the matter of printing. This being a scenic line, and the efforts of the advertising being to bring to the attention of the public the beauties of the wonderful country through which it passes, no expense should be spared to bring out by beautiful pictures the natural beauties the people are invited to go and see. Yet, with but few exceptions, the pictures of these pamphlets are poor.

The Southern Pacific seems to have concentrated its best efforts toward getting out handsome pamphlets. The advertisements it runs in the newspapers are lacking in strength, attractiveness and originality. But their pamphlets are fine. Their most ambitious book, "Through Storyland to Southern Seas," has some 200 pages, is lavishly illustrated and is written in the form of a dialogue between four tourists.

The Northern Pacific Railway is one of those roads whose advertising matter it is a pleasure to go over. Mr. Fee, the G. P. A. of the road, is a gentleman who has evidently thoroughly studied the advertising question, and the information he has been at pains to give me relative to his plan of campaign is interesting and to the point. Mr. Fee divides his appropriation into three classes, as follows:

1. Tourist booklets, etc.
2. Magazines.
3. Newspaper reading notices.

I was not able to get from him a statement as to how much money is expended or how it is divided up.

In the Northern Pacific advertising special attention is paid to their new books; and their series called "Wonderland," a new edition of which is issued every year, is their chief medium of pamphlet publicity. This book is a large and handsome affair of over 100 pages, with a striking cover in colors, illustrated with beautiful half-

tone views. It is well written, well illustrated, well printed, and altogether just the book for the purpose. It is well worth sending six cents to get, which is what Mr. Fee asks.

The magazine advertising of the Northern Pacific is, I think, lacking both in force, attractiveness and artistic merit. The readers are much better than the magazine advertisements. They are attractive, interesting and good in every respect. Mr. Fee says that out of their series of readers the one which "pulled" the best is one headed, "Every Teacher or Scholar," which describes the "Wonderland" book, how interesting it is and how easy for teachers and scholars to get it. Mr. Fee thinks that, with one exception, this is the best reader they have had in the last six years. In fact, the advertising as a whole may be considered a great success. During the past season requests for books came in at the rate of from 50 to 600 a day.

The Lake Shore Railroad has attained a merited prominence in the advertising world by reason of the excellence of its magazine advertisements. Some very beautifully illustrated advertisements were run last winter, one of which, a full-page advertisement, "A Christmas Journey," attracted deserved attention.

The advertising of the Chicago, Milwaukee & St. Paul is noted for its pamphlets. It makes a great specialty of "resort" advertising, and what it does, does well. A dainty pamphlet is "Vacation Days," with handsome illustrations, well printed and well written, just the right size for the pocket. The road also issues some attractive folders and has done some fair magazine and newspaper work.

Some good newspaper advertising has been done by the Wisconsin Central in the line of readers, a branch of railroad advertising which, I think, offers a wide scope of endeavor. Their display advertisements lack style and strength, but their folders and booklets are neat and attractive.

The Chicago & Eastern Illinois publish in the newspapers a map of the districts covered by their road, but the advertisement accompanying it lacks strength and says too much. A pamphlet, called "Summer in Winter," I like better, although it is in the shape of a story, which is a ticklish method of advertising.

The Chicago & Northwestern Railroad have always run a great deal to calendars, show cards, etc., nearly all of which have been published in the best style. They continue their success along this line with a hanger in colored half-tone, called "California in Three Days," and are using besides many handsome blotters, and keep those likely to be interested under a continuous fire of folders, memo. books, etc., etc. A neat circular is a facsimile of a letter written on the "Chicago & Colorado Special." "Hints to Tourists" is just the book for tourists—a plain book crammed with facts, tabulated for quick reference. An antithesis of this is "A Yuletide Bird of Passage," a dainty little book, artistically illustrated, beautifully printed, but, alas! too "literary" for a plain business man like me.

The Michigan Central Railroad issues some attractive pamphlets, printed in good shape but subject to some criticism as to the looks of the half-tones, the vignette edges of which are too coarse and in many instances spoil the appearance of the page. "How to Go" (to various cities from Detroit) is one of the best of those I have seen, though no half-tones are used. A novel circular is the "Michigan Central News," an 8-page paper with a colored picture of Niagara, and short, pithy paragraphs relating to the road.

A specially good line of advertising is that put out by the Queen & Crescent Route. Their newspaper advertising is bright, readable and attractive. Their circulars and folders are varied, interesting and, as a rule, well printed.

The Nashville, Chattanooga & St. Louis Railroad is another road with good advertising matter, which would make a much better showing, however, if more pains had been taken in printing the half-tones.

Good work is being sent out from the Illinois Central office. "Heigho" is a novel book, somewhat "literary"—my bugbear—but not as heavy as some. Their posters are bold and readable. No newspaper advertising of special interest or originality is being done.

The Monon runs a great deal to pictorial publicity. Their newspaper advertisements are generally illustrated and they spend a good sum annually in publishing catchy pictures. A booklet called "Monon Park" is also a good example of work in this line.

An unfortunate fire destroyed most of the advertising samples of the Wabash Railroad recently, which prevents me from giving a good description of their really excellent work. Their folders are of a high grade and their street car cards in colors are dainty and effective.

The Big Four is also an aggressive road in the matter of advertising, and publishes two series of pamphlets—one called the "Industrial Series," the other the "Big Four Gazette." Both are evidently devoted to advertising the resources of and along the road. They might be improved, by cutting down the outside advertising, giving more facts about the Big Four and using illustrations.

In conclusion I would say that, as a general thing, many general advertisers would be gainers if they would make a systematic study of the illustrated folders and booklets issued by the railroads of the West and adopt some of their admirable features; while the majority of the Western railroads would make an undoubted gain in the results obtained from their advertising if they would follow the lead of most general advertisers in the matter of newspaper advertisements.

PEARS' ANGLO-AMERICAN AD.

Probably no advertisement of recent appearance was quite so timely or appropriate as the now famous Anglo-American Alliance ad of Pears' Soap. Early in March, when war first became imminent, and when the subject first began to occupy public attention, Mr. Lyman D. Morse sent for an artist and had the idea carefully laid out. He was satisfied that he had a good thing, but waited until the public opinion was more ripe for it. Watching the trend of events carefully he noted the growing popularity of the sentiment, and two days after Mr. Chamberlain's famous speech on the alliance the page appeared. Needless to say it at once struck a responsive chord and has caused no end of comment. It appeared first in *Truth*, because *Truth* is printed in colors and offered an opportunity of carrying out the flag in colors. It was handsomely printed, and made a striking page. In Chicago it was made much of by the speakers at the dinner given by the British Consul on the Queen's Birthday, and the interest in the advertisement grows as time goes on.—*Art in Advertising.*

OLD, USELESS PUBLICATIONS.

Here's a true remark that a well-known advertising man makes in one of his letters:

"Advertisers should not get into a rut. Because a publication was at the top twenty years ago it is not necessarily so now. New ideas, new people, new riches rule the world. Journalism only represents conditions that exist."

Advertisers are awakening to the above and the "fossils" are being dropped from up-to-date lists.—*Our Silent Partner.*

The time to stop advertising is when you have begun the wrong way.

THE NEW POSTAL-CARD LAW

PRINTERS' INK has received several communications indicating that a good deal of misapprehension is abroad as to the meaning of the new postal-card law, which went into operation July 1st. In order to make the matter clear, the facts that follow are presented.

Up to the present time it has been legal for an advertiser to print his own postal cards, with no limitation as to size, and to send them through the mails by affixing a one-cent stamp. To use this privilege it was necessary that the communication on the private postal card be a printed, not a written, one, the only writing allowed being the address. Where writing or typewriting appeared on the back of a private postal card, postage was collected at the letter rate.

The new postal-card law does not affect the privilege above outlined, but enlarges its scope. It provides "that from and after the first day of July, 1898, it shall be lawful to transmit by mail, at the postal rate of a cent apiece, payable by stamps to be affixed by the sender, and under such regulations as the Postmaster-General may prescribe, *written* messages on private mailing cards, such cards to be sent openly in the mails, to be no larger than the size fixed by the Convention of the Universal Postal Union, and to be approximately of the same, for quality and weight, as the stamped card now in general use in the United States." In other words, business concerns are now allowed to make their own postal cards, and, if used for a personal communication, to send them through the mails at an expense of one cent, instead of two cents as heretofore. The advantage of using one's own postal cards instead of those supplied by the Government lies in the fact that one's own cards can be made distinctive, thus serving as an advertisement. Concerns that have always used private postal cards with printing on the back can now put writing or typewriting, or imitations of them, on their cards and send the cards through the mails by affixing a cent stamp. The benefit of this method is supposed to consist in the fact that a written or typewritten communication is likely to get attention, while a printed one is not.

The Post-Office Department has promulgated the following regulations as to the new cards:

Only the superscription, which may include

the occupation or business of the person addressed, will be allowable on the face of the cards. The cards must not exceed $3\frac{1}{4}$ by $5\frac{1}{2}$ inches in dimensions, and in quality must be substantially the same as the Government postal cards. Upon the addressed side the words, "Private mailing card—authorized by act of Congress of May 10, 1898," must be printed; in the upper right-hand corner there should be an oblong diagram with the words, "Place a one-cent stamp here," and in the lower left-hand corner the words, "This side is exclusively for the address." In color the card may be white, cream, light gray or light buff.

ADWRITERS AND THE WAR.

The war has been quite as prominent a feature of the advertising columns of newspapers all over the country as of the news pages. It isn't strange, for advertisement writers keep in touch with the predominant news topics of the day, which furnish the best material for the exercise of their ingenuity. When the Klondike was discovered, "gold," "nuggets," "rich strikes," and similar words and phrases headed the advertising columns as well as the news stories, but these are all dropped now for the up-to-date war expressions. The most common phrases are "War on prices," "Victory over our competitors," and "Wanted, ten thousand volunteers—to buy our goods," the last four words being in small type, of course. "Manila has fallen, and so have our prices," is another. About in the same class are these: "War is not a new experience for us; for forty years we have been fighting the makers and dealers in cheap and worthless goods," and "The latest bulletin from the seat of war is absorbing the attention of the people just now, and while you are waiting for the next cast your eye over these prices." "We are not going to war at present," frankly admits one firm, "but will remain at the old stand." "Bombarding Havana will be an easy matter," says another, "but we are putting up batteries in the way of large stock and low prices that make our position impregnable." In an up-State paper this bid is made by a bank for New York business: "If the Spanish fleet should bombard New York, valuables in the safe deposit vaults there would be unsafe. Take a box in our vaults now." "Remember the Maine!" has been a favorite head-line, and "The Maine question is where to buy the best goods for the least money," has been much used. Dewey's victory brought out a new series. This is one: "Dewey cleaned 'em out. It was such a glorious victory that we would like to name one of our stoves The Dewey, but we have so many good ones, it is hard to choose the most appropriate." And this is another: "The Maine has been remembered at Manila, and your Uncle Sam is in a little better mood. Merit always wins. Therefore, the unbounded success of our goods." One of the simplest but best achievements in this line is this, from an optician: "Spain will be driven from Cuba without a doubt. From now on you will read every line of war news. Will your eyes stand it? A pair of glasses fitted by us will prevent permanent injury."—*New York Sun*.

KINGSTON INGENUITY.

Friday afternoon Henkel & Deyo, the Strand shoedealers, sent up a balloon. Attached to a string was a bundle of dodgers. The string was set on fire, and as the balloon was flying through the air the burning string released the advertisements and they were scattered all over town.—*Kingston (N. Y.) Leader*.

An advertisement that the public passes by unnoticed is just the same as no advertisement at all.—*Binner*.

Some of the Special Contributors to the NEW YORK TIMES:

- JOHN W. ALEXANDER, Artist.
DR. FELIX ADLER, Author of "Creed and Deed," etc.
PROF. ARLO BATES, Author of "Talks on Writing English."
JOEL BENSON, Author of "Emerson as a Poet."
PROF. HENRY A. BEERS, Author of "The Life of N. P. Willis."
DR. J. S. BILLINGS, Director of New York Public Library.
PROF. WM. HENRY BISHOP, Author of "The House of a Merchant Prince."
REV. DR. FRANCIS BROWN, Professor of Hebrew in Union Theological Seminary.
PROF. LEWIS BOSS, Astronomer and Writer.
R. R. BOWKIE, Editor of *Publishers' Weekly*.
NOAH BROOKS, Author of "Abraham Lincoln and the Downfall of American Slavery."
PROF. NICHOLAS M. BUTLER, Professor of Philosophy in Columbia University.
RICHARD BURTON, Author of "Dogs and Dog Literature."
HOWARD RUSSELL BUTLER, N. A., Artist.
HON. W. D. BYNUM.
HENRY W. CANNON, Pres. of Chase National Bank.
JAMES C. CARTER.
WILL CARLETON, Author of "Farm Ballads," etc.
JOHN D. CHAMPLIN, Editor of "The Cyclopædia of Music and Musicians."
PROF. JOHN VANCE CHANEY, Librarian of the Newberry Library, Chicago.
CLARENCE COOK, Author of "The House Beautiful."
DR. C. L. DANA, Author of "A Text-Book on Nervous Diseases."
MELVIL DEWEY, Secretary of the New York State Board of Regents.
THEO. L. DE VINNE, Author of "A History of Printing."
RT. REV. WM. C. DOANE, Bishop of Albany.
CHARLES DE KAY, Author of "The Life and Works of J. L. Baye, Sculptor."
WORTHINGTON C. FORD, Chief of the Bureau of Statistics.
GEO. WALTON GREEN.
THOS. L. GREENE.
ELIOT GREGORY, Author of the "Idler" Papers.
COL. FRANCIS V. GREENE, Author of "The Russian Army and its Campaigns in Turkey."
MISS JEANNELLE L. GILDER, Author of "Taken by Siege."
JOS. B. GILDER, Editor of *The Critic*.
PROF. FRANKLIN H. GIDDINGS, Author of "The Principles of Sociology."
DR. W. A. HAMMOND, Author of "Diseases of the Nervous System," etc.
RIPLEY HITCHCOCK, Author of "Madonnas by Old Masters."
LAURENCE HUTTON, Author of "Literary Landmarks of London," etc.
COL. THOMAS W. HIGGINSON, Author of "Cheerful Yesterdays," etc.
ERNEST INGERSOLL, Author of "Wild Neighbors."
ROBERT JOHNSON, Editor of "Appleton's Annual Cyclopædia."
JOHN LA FARGE, Author of "Talks About Art," etc.
CHARLTON T. LEWIS, Author of "A History of the German People."
PROF. WM. LIBBEY, Jr., Professor of Biology in Princeton University.
HAMILTON W. MABLE, Author of "My Study Fire."
W. B. MITCHELL, President Third National Bank, Chattanooga.
DONALD G. MITCHELL (Ik Marvel), Author of "Reveries of a Bachelor."
J. E. MAGGOWAN, Editor of the Chattanooga Times.
CARLOS F. MACDONALD, State Commissioner in Lunacy.
HENRY LOOMIS NELSON, Editor of *Harper's Weekly*.
HENRY NORMAN, Author of "The Peoples and Politics of the Far East."
WM. ORDWAY PARTRIDGE.
PROF. HARRY THURSTON PECK, Professor of Latin in Columbia University.
HON. E. J. PHILLIPS, Professor of Law, Yale University.
THE REV. ELIPHALET NOTT POTTER, D. D., President of the Cosmopolitan University.
HENRY G. PROUT, Editor of *Railway Gazette*.
GEO. HAVEN PUTNAM, Author of "Books and Their Makers."
ROGER RUSSELL.
HON. OSCAR S. STRAUS, Author of "Roger Williams, the Pioneer of Religious Liberty."
ALBERT SHAW, Author of "Municipal Government in Great Britain," etc.
FRANK B. SANDORN, Author of "The Life and Letters of John Brown."
PROF. H. MORSE STEPHENS, Professor of Modern European History in Cornell University.
EDWARD M. SHEPARD, Author of "Life of Martin Van Buren."
PROF. E. R. A. SELIGMAN, Professor of Political Economy and Finance in Columbia University.
J. EDWARD SIMMONS, President Fourth National Bank, N. Y.
PROF. RUSSELL STURGIS, Author of "European Architecture."
PROF. W. G. SUMNER, Author of "Life of Andrew Jackson."
MRS. JOHN SHERWOOD (M. E. W. S.), Author of "An Epistle to Posterity."
GOLDWIN SMITH, Author of "An Outline of the Political History of the United States."
PROF. MOSES COIT TYLER, Prof. of American History in Cornell University.
REV. DR. HENRY VAN DYKE, Author of "The Poetry of Tennessee."
HON. JOHN DEWITT WARNER, President of the Reform Club.
HON. WILLIAM L. WILSON, President Washington and Lee University.
DR. THEODORE S. WOOLSEY, President of Yale University 1846-1871.
CHARLES DUDLEY WARNER, Author of "Back Log Studies," etc.
HON. DAVID A. WELLS, Author of "The Science of Common Things."
BARRITT WENDELL, Professor of English in Harvard University.
PROF. C. A. YOUNG, Professor of Astronomy in Princeton University.
REV. DR. ISAAC M. WISE, President Hebrew Union College.
J. WILFRED HARTLEY.
PROF. CHARLES SPRAGUE SMITH, Lecturer on Comparative Literature, Columbia College.
HON. JAMES H. ECKELS, Comptroller of the Currency in President Cleveland's Administration.
JOHN JAY CHAPMAN, Member of the New York Bar.

The New York Times

"All the news that's fit to print."

Prompt Success.

The Fourth Estate, N. Y., says:

"The New York *Commercial Advertiser* has inaugurated a series of illustrated supplements that have attracted wide public attention to this progressive family newspaper. Last Saturday's issue contained a double-page picture of the battleship Iowa, which for accuracy of detail and perfection in drawing has not been equaled in any of the daily or weekly newspapers.

"The front page was taken up with an excellent picture of Lieutenant-Colonel Roosevelt, mounted on a spirited horse. The two inside pages were devoted to a vivid, stirring account of the battle of San Juan, written by an officer of the Iowa, with illustrations.

"So great was the popularity of this issue that the edition was exhausted and a supplementary edition had to be printed."

The ..Commercial.. Advertiser

Published Every Afternoon Except Sunday.

29 Park Row, New York.

A NEW YORK RETAILER.

HOW A METROPOLITAN HABERDASHER
HAS BUILT UP AN ENVIABLE TRADE
BY NEWSPAPER ADVERTISING.

It was through the failure of the wholesale hat house, in whose employ he had been for ten years, that Mr. A. F. Kennedy, twenty odd years ago, launched out for himself. He began as a retailer of hats in a modest second floor at the corner of Cortlandt and New Church street, this city. For three years, he told the representative of PRINTERS' INK who recently called upon him, the outlook was very dubious. He had not learned, as he was pleased to say, the efficacy of the purchase of publicity, and so groped along, making no progress. The hard times of the '70's added to the situation.

occasional announcements among the business notices of the *Sun*, and on the fifth page of the *Herald*. These proved so successful that he was soon forced to enlarge, and gradually acquired all the second floor of the building then at the corner of Cortlandt and Church streets. At this time his advertising outlay was \$18 a week.

In the course of the next eighteen months he made three radical departures. He bought his present premises, 12 Cortlandt street, and for his own business occupied the store, basement and sub-cellar, as he still does. He also commenced to carry, in addition to hats, shoes and men's furnishing goods, and he increased his advertising outlay to \$1,000 a month.

From that day to this has seen a steady and continual growth of business, until now it would probably be difficult to find any New Yorker who is not familiar with his name, as displayed in his trade-mark.

Says Mr. Kennedy regarding his principles in advertising: "I have always stuck to the dailies, and I believe them absolutely most effective for my purposes. I am now expending about \$18,000 a year for advertising, and the dailies get seven-eighths of that amount. The rest goes for the stations of the elevated railroad. I believe in these, though I have little faith in the cars, my theory being that, to get as much benefit from the latter as from the

stations, would require about fourcards to each car, which would entail enormous expense. I have tried other methods and mediums, and these two, the only ones I now employ, are all that I found effective.

"The hoardings and the ferry-slips I never could trace results from, so I dropped them. The same is true of suburban papers, for, though many commuters pass the store, I have learned by experience that their local papers do not affect them as much as the New York dailies do. The women I believe read the former more and more closely than the men do.

"I have also tried booklets and circulars, but discontinued them because of the expense of delivering them."

"How much space in the dailies do your advertisements usually occupy, Mr. Kennedy?"

Kennedy

12 CORTLANDT ST.



We stand
pre-eminent
as a Hat
Store in as-
sortments,
qualities, prices.

DERBYS...1.00, 2.35, 2.90
SILK HATS.....3.00, 4.80
GOLF CAPS...20c. to 1.00c.

At this juncture a significant incident turned the tide. Improvements in the manufacturing of hats enabled him one day to put out a card, reading, "\$2.50 Hats Marked Down to \$2." In walked a 'longshoreman and made this verbatim remark: "Boss, these are pretty hard times. You ought to be able to sell a \$3 hat for \$1.90." There was nothing especially remarkable about the observation, but Mr. Kennedy says that something impelled him to adopt it, and he adds that it became the keynote of his advertising; that he used it for a number of years, and that it was, in his opinion, the most effective phrase ever employed in the line.

Very shortly after this, impelled by the success of the window card inspired by the 'longshoreman's remark, Mr. Kennedy commenced advertising in the dailies. His first essays were

Prompt Success.

The Fourth Estate, N. Y., says:

"The New York *Commercial Advertiser* has inaugurated a series of illustrated supplements that have attracted wide public attention to this progressive family newspaper. Last Saturday's issue contained a double-paged picture of the battleship Iowa, which for accuracy of detail and perfection in drawing has not been equaled in any of the daily or weekly newspapers.

"The front page was taken up with an excellent picture of Lieutenant-Colonel Roosevelt, mounted on a spirited horse. The two inside pages were devoted to a vivid, stirring account of the battle of San Juan, written by an officer of the Iowa, with illustrations.

"So great was the popularity of this issue that the edition was exhausted and a supplementary edition had to be printed."

The ..Commercial.. Advertiser

Published Every Afternoon Except Sunday.

29 Park Row, New York.

A NEW YORK RETAILER.

HOW A METROPOLITAN HABERDASHER
HAS BUILT UP AN ENVIABLE TRADE
BY NEWSPAPER ADVERTISING.

It was through the failure of the wholesale hat house, in whose employ he had been for ten years, that Mr. A. F. Kennedy, twenty odd years ago, launched out for himself. He began as a retailer of hats in a modest second floor at the corner of Cortlandt and New Church street, this city. For three years, he told the representative of PRINTERS' INK who recently called upon him, the outlook was very dubious. He had not learned, as he was pleased to say, the efficacy of the purchase of publicity, and so groped along, making no progress. The hard times of the '70's added to the situation.

occasional announcements among the business notices of the *Sun*, and on the fifth page of the *Herald*. These proved so successful that he was soon forced to enlarge, and gradually acquired all the second floor of the building then at the corner of Cortlandt and Church streets. At this time his advertising outlay was \$18 a week.

In the course of the next eighteen months he made three radical departures. He bought his present premises, 12 Cortlandt street, and for his own business occupied the store, basement and sub-cellar, as he still does. He also commenced to carry, in addition to hats, shoes and men's furnishing goods, and he increased his advertising outlay to \$1,000 a month.

From that day to this has seen a steady and continual growth of business, until now it would probably be difficult to find any New Yorker who is not familiar with his name, as displayed in his trade-mark.

Says Mr. Kennedy regarding his principles in advertising: "I have always stuck to the dailies, and I believe them absolutely most effective for my purposes. I am now expending about \$18,000 a year for advertising, and the dailies get seven-eighths of that amount. The rest goes for the stations of the elevated railroad. I believe in these, though I have little faith in the cars, my theory being that, to get as much benefit from the latter as from the

stations, would require about fourcards to each car, which would entail enormous expense. I have tried other methods and mediums, and these two, the only ones I now employ, are all that I found effective.

"The hoardings and the ferry-slips I never could trace results from, so I dropped them. The same is true of suburban papers, for, though many commuters pass the store, I have learned by experience that their local papers do not affect them as much as the New York dailies do. The women I believe read the former more and more closely than the men do.

"I have also tried booklets and circulars, but discontinued them because of the expense of delivering them."

"How much space in the dailies do your advertisements usually occupy, Mr. Kennedy?"

Kennedy

12 CORTLANDT ST.



We stand
pre-eminent
as a Hat
Store in as-
sortments,
qualities, prices.

DERBYS...1.90, 2.35, 2.90
SILK HATS....3.50, 4.80
GOLF CAPS...20c. to 1.00.

At this juncture a significant incident turned the tide. Improvements in the manufacturing of hats enabled him one day to put out a card, reading, "\$2.50 Hats Marked Down to \$2." In walked a 'longshoreman and made this verbatim remark: "Boss, these are pretty hard times. You ought to be able to sell a \$3 hat for \$1.90." There was nothing especially remarkable about the observation, but Mr. Kennedy says that something impelled him to adopt it, and he adds that it became the keynote of his advertising; that he used it for a number of years, and that it was, in his opinion, the most effective phrase ever employed in the line.

Very shortly after this, impelled by the success of the window card inspired by the 'longshoreman's remark, Mr. Kennedy commenced advertising in the dailies. His first essays were

"From two to three inches, single column. My theory is mainly to keep my name constantly before the people, and that space answers. I aim to make my trade-mark as familiar as the town clock. Another principle of my policy is to use a cut, displaying the article which I wish to make a run on. I wish to add concerning dailies that, though on their face they are seemingly expensive mediums, in fact they are the very cheapest of effective ones."

"Talking of mediums, Mr. Kennedy, do you never use sandwiches, the way so many of your neighbors do?"

"I do not. I gave them up long ago. I find them undignified and inefficient. They compare with the methods of to-day as the tallow dip does with the electric light."

"You probably catch much transient trade on this street?"

"Contrary to impression that is not so. There is very little of that. Standing at the door and looking at passers you would find the great majority to be familiar faces which pass every day. Indeed, I could positively tell the time by noting those who pass, as I have learned to know this multitude so well. No, most of our trade is from steady customers. For though our advertisements first draw them, our dealing is a continual aim to keep them, in which we succeed fairly well."

"Who attends to advertising matters for you?"

"I attend to it all myself. I devote more time to that end than to any other branch. In my opinion the whole science of retailing consists in getting people to come into your store. If you can accomplish that the rest is comparatively easy." J. W. SCHWARTZ.

HOW THEY "REMEMBER THE MAINE."

The blowing up of the battleship Maine was indeed a fortunate occurrence for a certain class of imbecile advertisers, who haven't enough gray matter to devise an original and striking head-line for an advertisement. Every sort of weak pun in which "The Maine" can be used is made to do duty as an eye-catcher. This class of people will probably "Remember the Maine" so long as the affair can be made of some service to them.

The harrowing remembrance of a magnificent battleship reduced to useless scrap iron and scores of brave American sailors lying in the reeking filth of Havana harbor as food for the sharks, constrains us to view with mingled feelings of disgust, contempt and pity those who have so little patriotism or humane feelings as to prostitute this awful and solemn catastrophe to such base uses.—*American Banner, Phila.*

WATCH your competitor's advertisements and see how you can improve on them in your own.—*Binner.*

OMAHA FAIR PUBLICITY.

Miles of reading notices have been printed. The department has on file from domestic papers 11,685 columns of matter printed in the interest of the exposition, aggregating 11,685,000 words. Considering the difficulty of compiling matter from the daily press of the country, a fair estimate of the total matter printed on the subject in the United States would place the number of columns at 15,000, or in round numbers, 14,000,000 words. This showing does not refer to the efforts of the foreign press in behalf of the enterprise. This source of publicity has not been inconsiderable. News letters have been served regularly to 170 German papers in foreign countries, and regular letters have been contributed to the various publications of England, Russia, France, Austria, Germany, Switzerland, Turkey, China, Japan, Australia, Africa and Argentine and other South American countries. While the foreign element abroad was being looked after, extra precautions were necessary to see that the foreign-reading public of the United States was not neglected. To this end a special bureau was maintained, and during the period of its existence 5,530 columns of 4,424,000 words advertising the resources of the enterprise have been placed on record in the department from this source. As in other papers, it is estimated that little more than two-thirds of all the articles favorable to the big show appearing in public prints have been secured by the clipping department for the files. This vast quantity of reading matter has been contributed by the press of the world without expense to the exposition management further than its preparation.—*National Advertiser.*

PRECIOUS GIFT.

I regard a sense of humor as one of the most precious gifts that can be vouchsafed to a human being. He is not necessarily a better man for having it, but he is a happier one. It renders him indifferent to good or bad fortune. It enables him to enjoy his own discomfort. Blessed with this sense he is never unduly elated or cast down. No one can ruffle his temper. No abuse disturbs his equanimity. Boredom does not bore him. Humbugs do not humbug him. Solemn airs do not impose on him. Sentimental gush does not influence him. The follies of the moment have no hold on him. Titles and decorations are but childish baubles in his eyes. Prejudice does not warp his judgment. He is never in conceit or out of conceit with himself. He abhors all dogmatism. The world is a stage on which actors strut and fret for his edification and amusement, and he pursues the even current of his way, invulnerable, doing what is right and proper according to his lights, but utterly indifferent whether what he does finds approval or disapproval from others. If Hamlet had had any sense of humor he would not have been a nuisance to himself and to all surrounding him.—*London Truth.*

ACCEPTED.

"You say you want my daughter?" said the proprietor of a newspaper to a young man who was sitting nervously on the edge of a chair.

"Y—yes, sir."

"Have you spoken to her on this matter?"

"She—she has referred me to you, sir."

"Is your affection for her sincere?"

"Sincere!" gasped the young man. "I pledge you my word I haven't slept a wink or eaten a mouthful for six whole weeks for thinking of her."

"George," said the father after looking at him for a moment reflectively. "I think you may come into the family. I need a young man of your capabilities to certify to the circulation of the paper."—*Newspaper Owner.*

The **San Francisco Call**

J. D. SPRECKELS, Proprietor.

W. S. LEAKE, Manager.

**Published Every Morning
in the Year.**

The recognized family paper.
In perfect touch with the best
business elements of California.

••Circulation••

Exceeds 50,000 • Daily.

Correspondents of unquestioned ability.
Direct telegraphic communication with
New York, Chicago and Washington.

For sample copies, rates and further information, address

David Allen,

Eastern Representative, - 188 World Building, New York.

C. Geo. Krogness,

Marquette Building, - Chicago.

A JUBILEE JINGLE.

One of the Little Schoolmaster's most ardent admirers sends, as a birthday bouquet for PRINTERS' INK's tenth anniversary, the following verses. The meter isn't very exact, the rhyme isn't particularly good—but, after all, the enthusiasm covers a multitude of literary sins.

God bless you, Little Schoolmaster! you're ten years old to-day,
And all your ardent friends will wish their due respects to pay.

A sturdy youngster, truly, and a useful one as well,
Whose teachings, sound and sensible, no rivals can excel.

And from your first inception you have proved a great success—

A weekly guide and friend whom every business man could bless.

A decade of bright usefulness your record is, I think,

And there are thousands bless the day they first saw PRINTERS' INK.

Your object was to educate the people of our land,

And advertising principles to make them understand,

To show the wondrous power of publicity in trade,

To mark the rapid progress modern advertising made,

And to point out to commercial men the province of the press

In pushing business interests and building up success,

You opened founts of knowledge at which those who wished could drink

And realize the truths contained each week in PRINTERS' INK.

You sought the brightest brains in advertising you could find,

You filled your pages with the best ideas from each mind,

You made yourself a text-book for both ignorant and wise,

Who wished to know the proper way their goods to advertise.

You shed a new and brilliant light in office and in store,

And made things clear and lucid that had been obscure before,

And the amateur who studied all your teachings, link by link,

Became a smart professor by the aid of PRINTERS' INK!

Who knows the potent influence you've wielded thro' the world

Since first your flag of advertising knowledge was unfurled?

Who knows what hosts of business men, who had no enterprise,

You've taught to make a fortune—urging them to advertise?

Who knows the value you have been to newspapers alone—

For see how vast their advertising patronage has grown!

Who, that can note the progress in the last ten years, will shrink

From giving hearty credit unto little PRINTERS' INK?

Shake hands, dear Little Schoolmaster! you've many praises won,

And on your birthday we exclaim, "Let your good work go on!"

And may you live for many years, continuing to be

The best and brightest advocate of trade publicity.

And may your measure of success be greater every year,

Enlarged your sphere of usefulness, to readers still more dear;

And may each business man, whose spirits seem about to sink,

Take heart and read and profit by the truths in PRINTERS' INK.

THE ILLUSTRATOR'S CHANCES FOR SUCCESS.

All over the country young men and young women are endeavoring to select a vocation that offers success as a goal. What does the art of illustrating hold out to the ambitious young person?

Nothing; the ranks of the profession are filled to overflowing; the number of artists in black and white have increased 50 per cent within the last decade, and the amount of work has decreased in the same ratio, if not to a greater extent, by reason of the improvement in photography, which has made photographs available where heretofore the pen and the brush have been used.

What test should one apply to determine whether he is really fitted to become an artist?

In addition to his desire to do something with the brush he must have a capacity for work and be possessed of the creative ability. But to most young men, even though they are so far qualified for the work, I should say, as *Punch* did to those about to marry: "Don't."

What obstacles are most likely to confront the beginner, supposing he has disregarded your "don't" and begins in spite of it?

His own inability to accomplish his desires, and the fact that poor, slipshod work is accepted by editors, because they can buy it for about a quarter of the price that must be paid for good work, and again the fact that the public seem not to know the difference between good and bad.

What are the qualifications necessary to enable one to become a successful illustrator?

A capacity to work eighteen hours per day, great self-reliance, a square jaw, a good-sized chin and the ability to work on in spite of the seven failures a week he is bound to meet. An illustrator who does figure work must be an actor in a large sense of the word; he must be able to impersonate character; he must know what a man or woman is likely to do under certain circumstances, just as the author does, and he must be possessed of a keen sense of humor.

What are the visible rewards for a successful illustrator?

It is impossible to say in round numbers, but a moderately good living for himself and family is all he may reasonably expect.

How does illustrating in black and white compare with color work in its rewards to ability?

The rewards in both cases are most unsatisfactory.—*W. T. Smedley, in the Gentlewoman.*

AND FINDING THEM, TOO.

Adam—Gen. Shafter must be an advertising man.

Bubble—Why?

Adam—Because he is always looking for good positions.

THE illustrative force of a picture almost invariably depends upon its simplicity. A glance ought to tell the whole story, or at least enough to attract interest. To tell a story and tell it plainly is the principal requisite.

A Few Facts

to ponder over.

THE BROOKLYN DAILY EAGLE on Sunday, June 19, published 15 pages of summer resort advertisements; or 105 columns of solid advertising space; or 1,140 separate and distinct advertisements of hotels, boarding-houses, railroad and steamboat lines leading to them. No other paper published in any language in New York City or in any other city ever equaled this record of the Summer Resort edition of

THE

Brooklyn Daily Eagle.

The EAGLE'S record for 1898 was 3 1-2 pages—or 24 columns—or 151 advertisements—more than its summer resort number of last year.

The explanation is simple. Advertising in the Brooklyn Daily Eagle pays. Advertisers get results. Hotel keepers get boarders.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The question of whether or not to use the Sunday papers for advertising has been asked by a firm of Massachusetts retailers who conduct two stores located side by side, one devoted to selling dry goods and the other devoted to selling groceries.

The question of whether or not a store ought to advertise on Sunday is not a question of religion, but a question of location and custom. There are some cities in the United States where I believe Sunday advertising is about the only advertising that really does pay a very large dividend. There are other cities where the daily papers have nearly as much if not quite as much influence as the Sunday papers.

I should say that if the papers in any city have as large or a larger circulation on Sunday than on week-days, and if it is customary in that locality for stores to advertise on Sunday, the store will get good result from the use of these papers, provided the store is in such circumstances that it can hold its own with the biggest advertisers. It is usual in localities where Sunday advertising is indulged in for the papers to have a number of good, big advertisers. Now, if the store can afford to hold its own with these big advertisers, it will usually get good returns from Sunday advertising; but if the store is a small one, and can only use such an advertisement as would apparently be lost amongst the number of greater ones, I am pretty certain it would be a wise policy to stay out and take another day when there is less competition in the advertising columns.

A firm that has a dry goods store will usually find Sunday a good day to advertise, because on that day the majority of the papers go home where the women can read them. Then again, amongst the medium class of people Saturday is usually pay-day, and therefore the wives and sisters

who spend the money usually have more on Monday than they do on any other day. I do not think Sunday as good a day to advertise groceries as on week-days. On Sunday the housekeeper usually has all the good things to eat that is desired, and is not very much interested in thinking about buying more in this line. It is usually along toward the latter part of the week that the housekeeper begins to think of what she is going to have for next Sunday. A grocery advertisement will then appeal to her more strongly than at any other time.

A department store probably doing a business of four or five million dollars a year, and located not a thousand miles from New York, recently asked me if I could write for them a catalogue which would prove itself to be a profitable investment, and build up for them at once a paying mail-order business, as at present they have practically none.

To such a proposition I answered "no," as promptly as the question was asked. I do not think that such a thing is probable, no matter how good the store or how good the catalogue.

Out-of-town or mail-order business is an exceedingly profitable trade after it is built up, but it requires very careful handling in the building, and ninety-nine times out of one hundred is more the growth of years than it is a spontaneous success of a few efforts. It usually requires a long time of hard work and patient, persistent hammering away to get it, but when once secured, with proper care it will remain a good long time. As a rule it is pretty safe to say that the first issue of any catalogue of a general retail business is not apt to pay for itself. It is simply an investment that you must make in order to pave the way for future business. The only kind of a catalogue I know of that will pay its way with the first issue is a catalogue of some specialty, where a very few good things are dwelt upon and the whole

attention given to pushing these items. A bicycle catalogue a stove catalogue, or a gun catalogue, can usually be made so good that it will bring a handsome dividend the first season; but I don't believe there ever was a general catalogue of a department store which covered all lines of merchandise that ever more than paid for itself the first season.

In getting out a catalogue have a good one or none, for the prospective customer will very likely receive several catalogues from other sources and yours must compare favorably if you want the order. The difficulty with the retail mail-order business to-day is that there is so much competition to contend with. The buyer who shops in her own city has three or four or may be a dozen stores from which she gathers information. The buyer who orders by mail may perhaps receive three or four or a half dozen catalogues from each of ten different cities. There is stronger competition to-day for mail orders than there is for local trade, and unless a store is very well prepared to follow up this branch of business it is foolishness to attempt it. A catalogue ought to be a good one in every particular, not only well printed and well written, but also well illustrated. Pictures are the only way you can show your goods to mail-order customers, so your pictures ought to be not only good-looking ones, but as near as possible exact representations of the merchandise. You will probably never receive a second order from a customer who has once been deceived by the pictures in your catalogue.

You should fill to the letter every promise you make. If you make a mistake and lose money by it, take your medicine like a man and fill the order exactly as promised. It does not pay to advertise in a catalogue goods which you are not sure will give satisfaction. Never advertise anything that is not at least reasonable in price. Never advertise goods that you have not or will not have if the order comes within a reasonable time after the catalogue is issued. Substitution is particularly a bad plan when it comes to mail-order business, and will hurt your trade nine times out of ten. If you have to substitute and the customer gives you that privilege, always give a better grade than ordered at the same price, and in this case

always allow the privilege of returning same if not satisfactory.

There are so many little things that have to be watched in doing a mail-order business, if the store proposes to make money out of it and build up an established trade, that it is a study of itself that requires years of experience and practice to be able to carry it on successfully for any line of goods.

* * *

An old established firm in one of the cities of a neighboring State has asked me in regard to determining the approximate circulation of the daily papers in their locality. They state that they feel pretty certain that some of their local papers are not quite as reliable in their statements as they might be. The local papers it is said are not willing to submit their claims to investigation, and really if they were I do not know of any means in reach of the local merchant through which he could possibly determine the circulation of these newspapers. A newspaper that wishes to misrepresent its circulation can very easily fix its books and accounts so that the local merchant who is inexperienced in passing judgment on newspaper affairs would be very easily deceived.

Sometime since in PRINTERS' INK, if I remember correctly, I hinted at a system of average that I once used with fairly good success in a certain city where I wished to approximate the circulation of various daily papers, and for the benefit of our present correspondent and others, it may be well for me to go into the matter a little more fully.

The newspaper men of any city ought to be the best posted in regard to circulation. Certainly each newspaper man knows his own paper's circulation, and if he is as shrewd a publisher as he ought to be, it will be very likely that he knows pretty closely what the circulation of his competitor amounts to. It is safe to say at least that no set of men keep as close a watch upon their competitors as the newspaper publishers. How much better off other lines of business would be if they had the same information about their competitors!

We will suppose that there are four papers in a city, which we will number 1, 2, 3 and 4. I would not only ask the publisher of number 1 what his circulation amounted to, but I would

also try to be on friendly enough footing with 2, 3 and 4 for them to tell me as near as they could estimate how large they regarded the circulation of number 1.

Supposing that number 1 claimed its circulation to be 12,000 copies, that number 2 said that number 1 only had 8,500, number 3 thought number 1 had 9,000, and number 4 gave number 1 credit of having 11,000. It would thus be seen that the average circulation of number 1 based upon the estimates of 2, 3 and 4, would be 9,500.

It would therefore be pretty certain that number 1 did not have more than 12,000 circulation, for that was all he claimed, and he certainly would not claim less than he had. It would also be nearly certain that number 1 did not have less than 9,500 circulation, as his competitors admitted that he had that much, and unless they were very badly fooled in their own business, they would not be very likely to admit that he had more circulation than was a fact as far as their own investigations could determine. Number 1's circulation therefore, should be something between 9,500 and 12,000.

This way of estimating circulation locally is open to some objections of course, and only gives an approximate result. Striking an average, however, between 12,000, the claim of number 1, and 9,500, the admission of competitors, we give a result of 10,750, which can not possibly be very far from the facts.

This plan, however, works only in those cases where the papers are all of good standing, and where there is not likely to be any very marvelous deception in circulation. For a paper of low enough character to have one thousand circulation and claim 12,000, there is no rule in the universe that will determine the circulation. You simply have to wait until you can catch the rascal. ***

A great many business men make a mistake by refusing to listen to the advice which many of their employees might be willing to give them. I do not believe that a business man has any right to allow himself to be led about here and there by the opinions of other people, but the man who is so bigoted that he thinks his opinion is right, simply because it is his own opinion, no matter what other people may say about it, is very apt to lose

ninety-nine per cent of the really valuable information that can be found floating around in the minds of other people.

I have in mind a gentleman who conducts a business, who is so serenely satisfied that the conclusions which he arrives at in his own mind are right that he positively refuses to listen to the arguments of anybody else, no matter how plainly they may present their case. Now, I do not believe, as I said before, that a business man should be first led from one opinion to another by what other people may say, nor should he be unduly annoyed by having to listen too much to the arguments of others, but the man who is under the impression that his own way is right, simply because it is his own way, is pretty apt never to be very well posted on what is going on in the world around him. It does not pay for a business man to keep himself too much aloof from his employees. A spirit of friendliness and willingness to listen to suggestions can be adopted without it bordering on over-familiarity. As a rule, the employees of any business are not very anxious to make suggestions, or to think out for themselves something to help improve business, and where they find that their employer does not care for their suggestions, they are very apt to shut their mouths and keep all they may know to themselves. The very best information that a business man can get is that which comes to him through his own people in their intercourse with the customers, with other business men and with each other. If any merchant could know all the things about business which his various employees know, he would very probably know a great deal better how to make his business a success. ***

I was recently talking to a gentleman who is the owner and manager of a very important business, one in which it is necessary for him to delegate a great deal of important work to his employees. I know something of this man's business from what I have heard from other sources, and I believe that he has the best set of workers that I know about. There is not a man in the entire number who does not seem to be working with his whole heart and soul in the interest of the house.

By Actual Measurement

From January 1 to June 1, 1898, the Minneapolis Tribune, in its all-day editions and Sunday editions combined, carried 3,646 columns of paid advertising. During the same period the St. Paul Pioneer Press, in its daily and Sunday editions combined, carried 3,013 columns of paid advertising, while the **MINNEAPOLIS JOURNAL** carried 4,346 columns of paid advertising, during the same period, in its six issues per week.

This shows beyond doubt that the **MINNEAPOLIS JOURNAL**, with its six issues a week, carries 20 per cent more advertising than the Minneapolis Tribune with all its daily and Sunday editions combined, and 44 per cent more than the St. Paul Pioneer Press, with its daily and Sunday issues combined.

While the rates of The Journal are higher per line than those of any other paper in the Northwest, its space is cheaper, as the price per thousand of circulation is lower.

From January 1 to June 1, 1898, The Journal's average daily circulation was 45,953, at least 25 per cent more than any other daily in the Northwest. Average daily circulation for May, 53,742.

For rates, etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington St., Chicago.

IT BROKE THE RECORD.

No other paper published in any language ever equaled the record of the summer resort edition of the *Eagle*, published yesterday. This is not an empty boast. It is based on ascertainable facts. No other paper ever printed fifteen pages of resort advertising in one issue, no other paper ever printed 105 columns of such advertisements, and no other paper ever printed 1,140 separate and distinct advertisements of hotels and boarding-houses and railroad and steamboat lines leading to them. The superiority of the *Eagle* was admitted the other day by one of its morning contemporaries, which declared that it had printed in its recent summer resort number more columns of advertisements than any other morning newspaper in this city. The confinement of its claim to morning papers was necessary, in view of the well-known record of the *Eagle* last year. But the *Eagle* carried yesterday three and a half pages, 24 columns and 151 advertisements more than in its summer number 12 months ago. There has never before appeared so complete a guide to the vacation regions of the United States and Canada. The railroad companies publish summer books, but the information that they contain is confined to the country lying along their lines. The information in the *Eagle* covered all parts of the country, and it was so classified that it was not difficult for one seeking a vacation home to find a description of the neighborhood of which he was thinking.

—*Brooklyn Eagle*, June 20, 1898.

"HARRY," said Mrs. Treadway to her husband at the breakfast table, "I am quite out of money, and I want to spend the day shopping. Let me have sixty cents."

"What do you want sixty cents for?"

"Ten cents for car fare and fifty cents for luncheon."—*Harper's Bazar*.

ADVERTISING IN CARS LEGAL.

ALBANY, N. Y., June 23.—Attorney-General Hancock gave a hearing at noon to-day on the application of F. G. Schutt, of Hornellsville, to have the Attorney-General begin an action to annul the charter of the Manhattan Elevated Railway Company on the ground that it is engaged in doing business not authorized by its charter.

The applicant alleged that the advertising business carried on by the company in its cars and at its stations is a nuisance and an inconvenience to the traveling public, and especially to "the people of New York State," and, further, that it is a damage to the people who are legitimately engaged in advertising. He said that the charter of the company does not give authority to transact this business, and therefore it should be annulled.

After hearing both sides, the Attorney-General dismissed Schutt's petition and denied his application in all respects.—*N. Y. Tribune*.

AN ESSENTIAL LACKING.

On the writer's desk is a really clever piece of advertising in the line of an 8-page folder advertising Perry's Printery, 408 First avenue, South—clever with one exception. In all the eight pages there is nothing to indicate in what town or city Perry's establishment is located. The envelope is lost, and in this instance the value of the advertising is lost with it. How many more copies of the same folder have lost their value from this omission? It's a question, of course, but there's always a chance that a possible customer, and maybe a mighty good one, is lost through the oversight. No one can tell where advertising seed will take root, and it's a mistake for as good a piece of advertising as this to have omitted from it even one of the essentials.—*Advertising World*.



THE ENORMOUS SALE OF THE AMERICAN DAILY NEWSPAPER SINCE THE BEGINNING OF THE SPANISH WAR IS SOMETHING UNPRECEDENTED.

The Evening Wisconsin.

DAYS.	JANUARY.	FEBRUARY.	MARCH.	APRIL.	MAY.
1	New Years	17,286	18,028	17,983	Sunday
2	Sunday	17,435	18,876	20,068	28,062
3	21,759	17,578	18,114	Sunday	23,668
4	24,120	17,816	17,904	17,456	22,990
5	24,154	20,772	21,509	17,495	22,886
6	23,846	Sunday	Sunday	18,092	22,843
7	23,107	17,808	18,604	17,581	31,626
8	21,780	17,602	18,009	17,548	Sunday
9	Sunday	17,553	17,871	20,141	23,324
10	18,091	17,651	17,927	Sunday	22,888
11	18,183	17,829	18,021	19,000	22,540
12	18,087	21,029	21,363	17,255	22,774
13	18,313	Sunday	Sunday	19,727	24,846
14	17,715	17,629	17,839	19,720	27,185
15	20,098	17,730	17,688	18,301	Sunday
16	Sunday	21,023	17,657	20,213	22,241
17	17,430	20,797	17,535	Sunday	22,174
18	17,253	18,964	17,354	18,280	22,172
19	18,935	21,464	20,291	18,861	22,113
20	17,361	Sunday	Sunday	19,616	22,075
21	17,331	18,148	17,200	21,415	23,712
22	20,020	18,454	17,591	20,563	Sunday
23	Sunday	18,102	17,208	28,655	21,825
24	17,028	17,703	17,265	Sunday	21,509
25	16,924	17,779	17,172	22,989	21,867
26	17,203	21,789	20,109	22,754	21,370
27	17,129	Sunday	Sunday	21,673	21,336
28	17,311	18,820	20,519	23,139	23,174
29	20,614	18,487	22,261	Sunday
30	Sunday	17,375	26,709	21,114
31	17,337	17,659	20,769
Mo. Totals	481,135	448,761	495,175	527,495	603,086

STATE OF WISCONSIN,) ss,
MILWAUKEE COUNTY.)

MILWAUKEE, June 1st, 1898.

P. D. O'Brien, being duly sworn, says that he is now, and has been for eighteen years, foreman of the pressroom of THE EVENING WISCONSIN, and has had charge of the presses and paper used in printing THE EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation for the past five months from January 1st to June 1st, 1898, has been nineteen thousand nine hundred and sixty-six copies (19,966). The average daily circulation for the month of May was twenty-three thousand one hundred and ninety-four (23,194) copies.

P. D. O'BRIEN,

Subscribed and sworn to before me this 1st day of June, 1898,

W. A. BOOTH,

Notary Public, Milwaukee, Wis.



THAT IRRESISTIBLE LINE

Of dependable clothing you are looking for is just what we want to tell you about. The clothes line is a dangerous thing to tackle, if you're not posted on what to steer clear of.

Our clothes line IS SAFE to run against, even in the dark.

It's safe because WE MAKE IT SO—You never heard of any one who didn't get his money's worth or who got anything that didn't wear from our clothes line.

Just now you're especially safe in running against any suit of clothes in our irresistible

NINE FIFTY LINE.

They've touched the popular pulse and are going out like shots from a Gatling gun. People continue to come, their friends come and are pleasantly surprised for one and all say, "We get more than we expected." Mighty pleasant to run against that kind of a line, isn't it?

In the St. Paul *Pioneer Press* of June 19th appears an advertisement eleven inches long and three columns wide of Hoffman's Corner, a clothing store. The seductive introduction here reproduced in miniature is followed in the original announcement by an array of prices of pants and shirts.

NEWSPAPER DIRECTORIES.

The Remington Brothers solve the irrepressible problem of circulation figures by ignoring the fact that there is any problem. They set down figures without any ifs, buts, whys or wherefores. They give no authority for their data, do not lay the blame on the publisher, announce no affidavits. They offer nobody a hundred dollars to prove somebody else a liar. Yet on the whole their figures agree with the others, are often near the truth, and often far from it. Any newspaper man can take any of these directories and point out instances of gross exaggeration, yes, criminal exaggeration, made by publishers. The evil of it is that an honest man must suffer so for telling the truth. Many a remedy has been suggested, but none gets acceptance. My own notion is that the problem will be solved, so far as it concerns one important class of publications, when the people insist that the records of the Post-Office Department, like most other government records, shall be accessible to the public.

I can't understand why all the directory publishers fail to exhaust every reasonable means to insure accuracy. Would it not be worth their while to do more than send round circular letters? Why do they not employ Dun's or Bradstreet's machinery to help them out? Why not get the aid of a newspaper man, say an exchange editor of a big daily, in each State? The head of the leading clipping bureau tells me he is unable to sell information for the directories, though he commands plenty of it.—*Press and Printer, Boston, Mass.*

MAKE PEOPLE UNDERSTAND.

One of the best things to do in advertising is to make the ad just as plain as possible. Don't make it at all troublesome for people to find out exactly what you are going to do. You can afford to sacrifice anything else rather than plainness. Make people understand just exactly what kind of goods you have, and how much they are going to cost.—*Pittsburg (Pa.) Mercantile Journal.*

THE NEWARK EVENING NEWS

The daily average of THE NEWARK EVENING NEWS for the month
of May was

42,712

This is NET and excludes all returns, samples, overs and waste.

The following is a statement showing where this large
circulation reaches.

The circulation of THE EVENING NEWS in Essex County, N. J.

In the City Limits of Newark (over),	28,000
City of Orange,	2,317
The Oranges, including South Orange, Mountain Station, Maplewood, West Orange, Orange Valley, Brick Church and East Orange, 2,176	
Total of the Oranges,	4,493
Short Hills and Millburn,	255
Nutley, Avondale and Franklin,	210
Watsessing	280
Bloomfield and Glen Ridge,	538
Montclair,	588
Caldwell and Verona,	275
Irvington and Waverly,	771
Belleville, Forest Hill and North Newark,	629
Upper Montclair,	75
Essex Fells,	50
Vailsburg,	178

Total circulation in Essex County, 36,342

THE BALANCE (circulated mostly in Morris,
Hudson and Union Counties, embracing
such towns as Morristown, Madison, Summit,
Chatham, Harrison, Kearny, etc.), 6,000

TOTAL CIRCULATION (over), 42,000

R. F. R. HUNTSMAN,

New York Representative, St. Paul Building,
Broadway and Ann Street.

SOME "PRINTERS' INK" TESTIMONIALS.

Owing to the considerable number of PRINTERS' INK testimonials which arrived during the last hours it was not found judicious to attempt to make and publish the awards of comparative excellence in the present issue, as originally intended. Due announcement will be made in PRINTERS' INK of July 13th. Among the testimonials which at the present writing appear particularly meritorious are offerings from F. James Gibson, C. A. Bates, Moses & Helm, A. W. Peterson, W. Dixey, S. C. Brown, C. G. Adams, John Hurlbut, R. W. Jennings, S. E. Whitmire, Gibbs & Williams Company, N. C. Merrill, Arthur Capper, George W. Hean, Henry T. Jaynes & Co., E. K. Park, H. H. Tammen, Carter Brothers and several others. Of course, it may be that the cup will be awarded to somebody not mentioned above; but at present such a happening does not seem probable.

Office of
ARNOLD, LOUHHHEIM & Co.,
Manufacturing Clothiers,
1021 Filbert St. }

perous life, which it deserves. Very truly
yours, GUSTAV DANIEL,
PHILADELPHIA, June 24, 1898.

Editor of PRINTERS' INK :

I can not refrain from sending in my kind words about your valuable paper, even though they may be too late to win the cup or spoons. I am, as a rule, a busy man, and can safely say that I do not find time to read anything but the daily papers, morning and evening, going to and from my place of business. This rule has, however, one exception—PRINTERS' INK. I have same sent to my house address, and the evening it arrives I am not at home to any one else. It is known in the house as my Bible, and is as precious to me as the good book should be, let us say, to a minister. I believe I have read every copy, with few breaks, when out of town, since it started, and I should consider that week lost that did not bring as a visitor PRINTERS' INK. The wonderful part of my devotion to PRINTERS' INK lies in the fact that I am not particularly interested in advertising from a retail standpoint; yet I read it from first to last page, showing how cleverly edited and how interesting even strictly business can be made. I have entire charge of the advertising of our firm, and do quite a great deal in direct advertising, booklets, sample cards and the like sent direct to customers or dealers on whom our traveling men call, supplemented by large ads in the trade journals. I can truly say that PRINTERS' INK has been a source of great benefit to me, and I am storing up knowledge of advertising and methods that are bound to be of value to me later. In fact I sometimes help some of our customers with their advertising and with good results. I may modestly claim, to sum up: No business man, no matter how situated, can afford to be without PRINTERS' INK. It is surely a source of profit, beside the pleasure of perusing its well-stocked pages, each of which is a gem often imitated, and as yet never equaled.

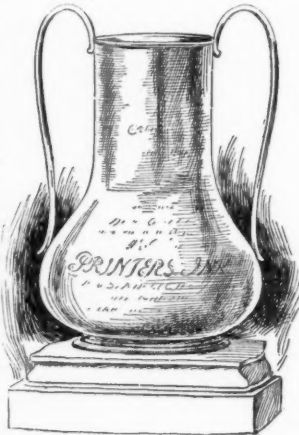
Wishing PRINTERS' INK a long and pros-

Though everywhere known as "The Little Schoolmaster in the Art of Advertising," PRINTERS' INK stands among journals of advertising science as a giant among pigmies.

Its seemingly high subscription price, \$5 per year, dwindles into insignificance when considered in the light of its actual value to its pupils. Men who have achieved prominence as writers of advertising, like Charles Austin Bates, Charles F. Jones, Wolstan Dixey and others,

credit PRINTERS' INK as being both the foundation of their business and the indispensable auxiliary to its successful continuance. The late E. C. Allen once said of PRINTERS' INK, "I would pay one thousand dollars a year for it if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business."

It occupies the unique position of being the medium in which everything relating to advertising can be successfully advertised. Its pages are eagerly sought for at \$100 per week, to which many are glad to add 25 per cent and upwards for preferred positions, and the value of the investment is abundantly attested by the unanimity with which its heaviest advertising patrons renew their



PRINTERS' INK LOVING CUP.

contracts year after year.

The subscriber is yet to be heard from who regrets having paid the price of a year's subscription. Sincerely, W. H. EASTMAN.

EAST SUMNER, Me., June 22, 1898.

Office of
"THE EVENING TELEGRAM." }

Editor of PRINTERS' INK :

PRINTERS' INK has taught me that which I have tried to impart to others. It has been my text-book on my journey from the proud position of printer's devil to the advertising chair in the best paying newspaper property in Canada. Our editor said to me: "Wood, you were only

an ordinary reporter, but I must admit that you have remarkable genius as an advertising man." Had it not been for my continuous study of your valuable little paper I should still have been an "ordinary reporter." I owe to PRINTERS' INK a debt of gratitude which has a monetary value I am not able to pay.

The only fault I have ever found with PRINTERS' INK is that it has too few pages. I read it through the first day I get it. I read it again the next evening and extract all the ideas I can hold. And then I wish it was a daily publication that the next copy might be due. I have my copy of PRINTERS' INK, and I could cheerfully give 30 days' hard labor to the man who sometimes steals my copy en route. Sincerely yours,

ALFRED WOOD,

Telegram Advertising Agent.

TORONTO, June 25, 1898.

Editor of PRINTERS' INK:

DEAR SIR—PRINTERS' INK interests me because it is the exponent of what is best in the advertising world. I find in its pages a steady, consistent appeal for advertising honesty and advertising excellence—an appeal supplemented by object lessons in the reproduction of actual and hypothetical advertisements appropriate to the varying demands of all classes of advertisers.

It is broad enough to be helpful to the amateur and professional alike. I go to it for ideas—for the collective experiences of others. As a business man who has to write his own advertisements, I find the assistance of outside suggestions invaluable, and PRINTERS' INK seems to be filled with inspiration of this kind.

Its stimulating articles by experts, its interviews with the most successful advertisers, and, above all, its department of criticism, make it of positive value to those looking for advertising helps. The absence of an arbitrary editorial dictum, and in its stead the frank treatment of advertising queries and current advertisements by skilled professionals like Bates, Jones and Dixey, keeps the paper in closer touch with its readers—keeps it in the realm of the practical rather than the ideal.

It is a clearing house of the best advertising ideas in circulation, free to all to contribute to, exchange or appropriate.

While my own business is seldom referred to specifically in its columns, yet nearly all the articles seem capable of direct application to it. In a word, PRINTERS' INK suggests even more than it says, and suggestions, rather than words appropriated bodily, are what the honest reader and advertiser really wants. Ideas of others which can be adapted into something distinctive by and for the advertiser are the real helps.

Advertising is one of the greatest levers for moving trade, and PRINTERS' INK, by educating people to advertise effectively, has a most important mission, and fulfills it admirably. Very truly yours,

JOHN R. PRESCOTT,
Sec'y Anthony & Cowell Co.

PROVIDENCE, R. I., June 25, 1898.

The advertiser who makes constant use of the Bible, of Shakespeare's works and of PRINTERS' INK, and is guided by the lessons which he can learn from them, is as well qualified to make money as any man can be.

JNO. L. STURTEVANT.

WAUPACA, Wis., June 20, 1898.

I love the Little Schoolmaster for his unselfishness.

I am grateful to him because he has helped me to help others to my own prosperity; led me from the "compositor's case of a country weekly" to the advertising desk in a business of over a million dollars annually, and from thence to a lucrative business of my own; lifted me

from employee to employer; has been my exclusive text-book since the very first number, and is to-day my wise and ever-ready counsellor.

I respect his unflinching, steadfast courage in defense of truth, honest circulation and profitable advertising. He taught me the value of "space," and his judgment has been verified by experience.

The apostle of intelligent business publicity, the whole world has been made better because of the Little Schoolmaster, God bless him.

"Whene'er he shines, O Fortune, gild the scene,
And, angels, guard him in the golden mean."

C. A. BROWNELL.

DETROIT, June 20, 1898.

That PRINTERS' INK has appealed to every business and profession, through its high educational standard and superior business and editorial principles, may be shown by the personnel of its circulation and advertisers. It has made advertising an art by giving it literary as well as commercial merit, and placing it on a higher level.

Among its advertisers may be found some of our most conservative and leading dailies, magazines and other advertising mediums. Among its writers, some of the largest and most prominent advertising men known, thus affording the magazine a surprisingly unique and enviable position in the advertising world.

The information it gives is plain, practical, common sense and helpful to every class of business.

It teaches successful business methods through successful advertising methods, and successful advertising methods through practical results.

It shows how to advertise in the most effective, inexpensive, simple and yet artistic way, so the reader becomes a buyer.

It is hostile to misrepresentation, demands that advertising be possessed of a genuineness that makes it dependable, and contends that "honesty is the best policy" in advertising as well as in all other things. Respectfully,

J. F. MARION.

PHILADELPHIA, June 22, 1898. Room 1005,
P. O. Drawer 1536.

Editor of PRINTERS' INK:

The average business man is too busy with his affairs nowadays, and if it were not for the fact that I am taking a few days' rest at this quiet little town, I would probably not be writing this letter now. I did not consider my vacation complete without the latest issue of PRINTERS' INK, in which I found an editorial, calling attention to the fact that those who desire to add their opinion regarding its worth and merits have but a few more days in which to do it. Being a publisher and a close observer of the advertising field, I am glad to have the opportunity of doing so. Having read PRINTERS' INK for a number of years, I can express genuine admiration at its originality, which is at no time allowed to lag.

The special articles contained in its pages are contributed by practical people, who seem to have a perpetual contract with its publishers. It does not seem reasonable that other publications of the same field would not be willing to pay equally well for such contributions. Therefore, it is evident that there must exist a fascination for its style and character that its competitors do not seem to possess, in order to secure equally valuable special contributions.

Of course, the influence and progressive ideas of the publishers have some bearing, but in addition there is that sound backing which does not fail to carry weight with it.

The aggressive and far-sighted policy of its business department is such that it could safely

be followed by any concern (especially newspaper publishers) with certain success. The great number of publications which imitate the style of PRINTERS' INK is evidence that by following in its footsteps they benefit by the successful methods introduced by the originator. Having established itself so firmly in the great advertising field it does not seem very probable that it will allow itself to be overtaken within the near future. It is my honest opinion that the successful advertisers and publishers refer to PRINTERS' INK with as much confidence as to Webster's Unabridged Dictionary, or the rating books of their respective mercantile agencies. I am very glad to see such successful methods and plans so perfectly carried out, and know, from experience, the feeling of the publishers and able staff at the appreciation of their labors by the public they aim to serve.

Respectfully,
JOS. GROSSMAN,
Business Manager *Cycling Gazette*, Cleveland, Ohio.

CAMBRIDGE SPRINGS, Pa., June 17, 1898.

PRINTERS' INK is its own best testimonial. The good things said about PRINTERS' INK are not equal to the good things PRINTERS' INK says.

The imitators of PRINTERS' INK are its next best testimonial.

It would almost seem that the Loving Cup should be awarded to the Little Schoolmaster, and the souvenir spoons to "PRINTERS' INK's Babies." Sincerely,
W. H. EASTMAN.
EAST SUMNER, Me., June 15, 1898.

PRINTERS' INK is, in truth, the Little Schoolmaster of advertising.

A peculiarity of its cleverly conducted columns is that every line of any issue can be understood by the novice in advertising, yet every sentence is read with keen interest by the most advanced student of the "art of publicity."

We who have read it since it was first published (none of us have willingly missed a single issue) find it by far the best of all advertising instructors—in fact, it is the father of them all. Those of us who started with last week's, last month's or last year's issue find it such a common sense advertising text-book that they, too, know it is invaluable to every advertiser.

CAMERON BROWN,
Manager *Belleville Sun*.

BELLEVILLE, Canada, June 13, 1898.

Editor of PRINTERS' INK:

A man who advertises and doesn't read the Little Schoolmaster doesn't know how very little he does know about advertising, nor does he learn how much there is that he ought to know, that he should know and never will know till he reads the Little Schoolmaster.

P. J. HALLAHAN.

PHILADELPHIA, June 15, 1898.

PRINTERS' INK, from its birth, has been a lamp to my feet in the advertising profession! It is well and properly named the Little Schoolmaster—only that "little" is not expressive enough. This publication soars in all respects away above others, to my thinking.

Both the original and created matter, from title to the last page, is brimful of instructive ideas and expressions.

No up-to-date advertising agent, agency or business man can afford to be without it and keep up with the march of progression. Best wishes for continued prosperity.

Very truly,
S. A. BOOTH,
Business Manager the *Sunday Star*.
WILMINGTON, Del., June 15, 1898.

PRINTERS' INK has taught from the first issue that advertising must have character and truthfulness, standing out with marked distinct-

iveness, and be the public expression of the spirit and morale of the business advertised.

From the Little Schoolmaster it has steadily advanced in the estimation of advertisers until it has become the post-graduate school for advertisers and advertising interests.

In its columns can always be found the true art of advertising, how to attract the public attention and draw it steadily and certainly to the advertiser, as well as the science of advertising, which is the placing of advertisements as well as retaining the public's confidence.

PRINTERS' INK has taught the business world how to make known to the public that the advertiser had something the public needed, and equally important that the advertiser was worthy of the public's confidence.

In consequence PRINTERS' INK stands for honesty of statement, prominence of matter or display, and the art and science of making known to the public the honor, character, worth and courage of the house or business advertised.

The youth commencing his business career must be its pupil to gain success, and the man of mature experience, as well as advertisers and all the interests allied to them, are proud to be its students and disciples.

The teachings and principles of PRINTERS' INK have become essential adjuncts to commercial life. Therefore, PRINTERS' INK is indispensable to a successful business or professional career.

BOUDINOT MUIDETLER,
Adwiter, Ad-Placer and Business-Bringer.
WARRINGTON, Warren Co., N. J., June 20, 1898.

PRINTERS' INK always hits the right nail, and hits it right on the head.

The above is my "testimonial." Truly,
G. R. OWEN.
CHAMBERLAIN, S. Dak., June 18, 1898.

DEAR PRINTERS' INK—Three years ago I was an automatic stenographer with no soul above \$15 per week. Now I am able to do profitable business writing, and my soul soars toward unmentionable amounts.

The difference is the work of PRINTERS' INK.

It found me a thoughtless girl—it made me a thoughtful woman. It not only developed my thinking apparatus—it developed my money-making capacity as well.

There is no reader of PRINTERS' INK who can not claim benefit from its perusal, but few can honestly claim, as I can, that besides being a constant source of knowledge and inspiration it also started the mighty machinery of Thought.

If it will do this much for a girl, what won't it do for a business man? Very truly yours,

EDITH R. GERRY,
Advtg. Dept. Siegel-Cooper Co.

NEW YORK, June 20, 1898.

PRINTERS' INK:

Several years ago when I first pulled the latch-string on the door of PRINTERS' INK, and handed in \$2 for a year's subscription, the Little Schoolmaster threw it wide open, "letting me in on the ground floor." Had I paid as many thousands it would have been a good investment, for during all of these years I have watched and profited by the failures, struggles and successes of the great and small advertisers. I have read and absorbed the advice, criticisms and experiences of the world's brainiest writers, and from their suggestions and teachings have learned much of writing and successful advertising.

The Little Schoolmaster, like good wine, improves with age. He grew so corpulent with ideas and good things that his salary was increased to \$5 a year. Yet his services are extremely reasonable and worth many times that amount to any progressive man who is desirous

of keeping in touch with all that's new and best in advertising. Very truly yours,

A. W. MCGOWAN.

ILION, N. Y., June 23, 1898.

I was a compositor at a case. An advertisement to me was an advertisement and nothing more. I used to work this way:

Full line, catch line, full line, half line, full line, etc. Throw in the rules and ornaments with a liberal hand, get in as many kinds of type as possible, slam the old thing on a galley and prove her up.

PRINTERS' INK opened up a new world to me. It taught me the science of advertising. It made me an advertisement writer. I am to-day earning very much more than I could earn as a compositor.

But the financial consideration is only a small part of the result. Before I read PRINTERS' INK I was a machine; now I am a factor in many diverging interests—I am in the thick of this hand-to-hand fight called business. I am a man.

To PRINTERS' INK—the journal which gently guided my first tottering footsteps, and now, week by week, helps me to solve the harder problems of to-day—I give my sincere, honest thanks. SLUG 5.

NEW YORK, June 23, 1898.

Editor of PRINTERS' INK:

I consider PRINTERS' INK indispensable to all up-to-date merchants. Its articles on store management and advertising are full of useful ideas. It is one of the luxuries that soon become necessities. I could not get along without it. Yours, C. W. F. WENDELL,

Manager for Lothrop, Farnham & Co., of Rochester N. H.

ROCHESTER, N. H., June 23, 1898.

CERTIFICATE—PRINTERS' INK has taught me a big proportion of what I think I know about advertising.

PRINTERS' INK galvanizes fresh life into my brain 52 times a year. Mr. Rowell's Danaeas personality in its pages is not its least charm.

PRINTERS' INK brings me in business whenever I advertise in it.

I haven't missed reading an issue of PRINTERS' INK for eight years.

I would advertise in it continuously if I had more than one brain and if my capacity for careful work were not limited. I use it whenever I begin to get slack.

One (ad) gives relief. E. A. WHEATLEY.

I got my start in life from reading PRINTERS' INK, and of course am very partial to your paper. I have partially paid my expenses in college by my advertising work and helped a good many other fellows who have worked for me. It may gratify the Little Schoolmaster to know he has a pupil at college. Yours admirably, GEORGE HENRY SMITH.

247 LAWRENCE HALL, YALE, NEW HAVEN, May 28, 1898.

GENTLEMEN—I read PRINTERS' INK more thoroughly than any other paper, journal or magazine that I take. For over six years have I read it every week, and to it I owe all my knowledge of adwriting. Respectfully yours,

WM. F. REINECKE,

Of Gilje & Reinecke, Clothiers.

ELKADER, Iowa, June 7, 1898.

Editor of PRINTERS' INK:

To any one familiar with the writing of advertisements your most welcome weekly visitor is a very valuable guide; at the same time keeps one in touch with the best advertising writers, whose weekly contributions are chock full of breezy, crisp and original ideas and say-

ings, covering each and every department of all kinds of business.

There is a certain individuality about PRINTERS' INK that is so lacking in many other journals. To me your Little Schoolmaster is simply indispensable. Very truly yours,

AARON G. NUNES,

Advertising Manager E. Nunes.

PHILA., June 7, 1898.

Editor of PRINTERS' INK:

I am a farmer's son, and for years I tilled the soil, but, tiring of this, I launched out in the seed business, and for ten years I struggled on, advertising but little, and usually at a loss. For five years past I have been a pupil of the Little Schoolmaster. It gave me my first lessons in advertising and its teachings I have heeded well, profiting so much by it that my advertising is now a full measure of success.

Every one who reads it must be benefited. Every one who heeds it must save money.

PRINTERS' INK gives more useful, more profitable information than any of its kind. May its helpfulness long continue and be the means of aiding many others as it has me. With best wishes, A. T. COOK.

HYDE PARK, N. Y., June 9, 1898.

A TESTIMONIAL.

Since he who would in business thrive
Must for that business daily strive,
And reach the public eye and ear
By advertising far and near,
Where should he go, save to the school
Where golden words of wisdom rule?

The Little Schoolmaster can show
His pupils just the way to go;
And he who wins success, I think,
Must lessons learn from PRINTERS' INK;
And so deserve wealth's wine to sup
From out a silver loving cup.

W. E. PABOR.

INTERLACHEN, Fla., June 8, 1898.

Office of

KUH, NATHAN & FISCHER COMPANY,
Clothing and Woolens.

Franklin and Van Buren Sts.,

CHICAGO, June 16, 1898.

Editor of PRINTERS' INK:

What the true compass is to the mariner, PRINTERS' INK is to the buyer and seller of advertising. *It guides him aright.* PRINTERS' INK has guided me to success and prominence; has helped me to secure enviable positions; taught me to hold them and to make big money for my concerns. Every good word that has been said of me and my work in the volume of clippings (sent you under separate cover) I owe to the Little—Big Schoolmaster. In acknowledging my gratitude to your invaluable medium, I can not refrain from repeating what I have remarked to hundreds of merchants: "An advertiser who is not a reader of PRINTERS' INK is not an advertiser; he is an enemy to the cause of publicity, because he is—or will be—a failure. When PRINTERS' INK ceases to preach I want to cease to practice."

SAM DAVIS,

Advertising Manager Kuh, Nathan & Fischer Co.; Editor *Prosperity*.

To PRINTERS' INK, *The Little Schoolmaster in the Art of Advertising*:

With an earnest desire to insure remembrance and without regard to the inducement offered as a cause therefor, I wish to confess a sincere and genuine liking for my Little Schoolmaster, whose pupil I have been for many years, and by whose precept I have profited. The best I could say about you would not be good enough to express my feeling of thankfulness for your aid in many a lesson of advertising experience.

I cling to you as the ivy to the wall, and, like two real good friends who would stand or fall together, I pledge my affection, and with the greatest of pleasure testify my appreciation and hope for your future success.

Faithfully yours,

CHARLES TAYLOR.

377 BROADWAY, NEW YORK.

Office of
KUH, NATHAN & FISCHER COMPANY,
Clothing and Woolens,
Franklin and Van Buren Sts.,
CHICAGO, June 16, 1893.

Editor of PRINTERS' INK:

The Little Schoolmaster was my first teacher. Have associated with all your "babies" since and parted with all of them. PRINTERS' INK is still my master, and I am a success.

Respectfully,

SAM DAVIS, Advertising Manager.

MY DEAR LITTLE SCHOOLMASTER—I desire to add my testimonial as to the worth of your publication.

PRINTERS' INK comes to the home of the country publisher as a mother to her child. It shows our faults and the way to correct them. It pats us on the back and bids us Godspeed, while on every page is either written encouragement for the ambitious editor or advertiser, or a volume of information produced from the brain of the men who make that particular work a life study. I can not convey to paper words to express the sincere appreciation in which I hold the Little Schoolmaster. It has become a second nature to me to go to its pages when doubt as to what plan to pursue in the construction of some advertisement, or when called upon for a choice head-line, my file of PRINTERS' INK is at once consulted. It has been my constant companion since my advent into the newspaper field, and I can truthfully say that to the country publisher there is no better help or friend. Very truly,

GEO. E. REED, Publisher *Observer*.

PRAIRIE DEPOT, Ohio, June 17, 1893.

Editor of PRINTERS' INK:

DEAR SIR—I isn't necessary to elaborate upon the virtues of PRINTERS' INK, for the advertising world knows the quality of its contents. As a writer of advertisements I learn from the Little Schoolmaster three vital points, viz.: terseness, simplicity and truth.

FRED GOLDSMITH WALKER.

SALEM, Mass., June 15, 1893.

Editor of PRINTERS' INK:

For several years I have been a reader of the Little Schoolmaster. I believe in it. I admire it. Here is a testimonial:

The Little Schoolmaster should be at the elbow of every advertiser. It blazes the way through advertising problems; "makes darkness light before them, and crooked things straight."

If a merchant did but \$10 worth of advertising a year it would pay him to invest \$5 of it in PRINTERS' INK, to learn how to use the other \$5. Yours truly, W. W. SHERWOOD,

Superintendent Manhattan Press.

CLEVELAND, O., June 17, 1893.

Office of
FRANKEL CLOTHING CO.,
413 and 415 Walnut St.

Editor of PRINTERS' INK:

Of the five advertising journals that reach my desk each seven days there is one that seems different, more important, broader than its cousins—that one is PRINTERS' INK. Coming each week as regularly as each week comes, it

has the same effect on me that a summer shower has on a thirsty garden—it braces, refreshes and fertilizes my ideas; gives me strength and courage to meet future mental strains. It keeps me in touch with the advertising world, tells me what the other fellows are doing and makes sensible suggestions. For the advertiser it is a mental "Sapollio" that brightens his faculties. Business men will find it a brain tonic (not a stimulant) that builds, strengthens and invigorates.

I admire and respect the Little Schoolmaster because it fairly bristles with earnestness, originality and progressiveness. May it continue to hold first place among its wide-awake contemporaries. Yours sincerely,

J. E. S. ZUART.

Adv. Mgr. Frankel Clothing Co.

DES MOINES, Ia., June 21, 1893.

Editor of PRINTERS' INK:

Facts, brevity and conciseness constitute the attributes of your unique and admirable publication. It stands alone in the field it covers—the art of advertising. Yours truly,

HENRY M. WESTERN.

126 LIBERTY ST., NEW YORK CITY, June 17, 1893.

Office of
GREATER NEW YORK CUT CO.,
Advertisement Illustrators and Electro-
typers, 208 Livingston Street.
BROOKLYN, N. Y., June 27, 1893.

DEAR SIR—I was getting \$6 a week for my services when I began studying PRINTERS' INK. Now I get \$75 every week. Of course I have used my own brain during these ten years, but PRINTERS' INK has been the mainspring of the whole business.

In the summer of 1888 I was a reporter on the Rome (Ga.) *Tribune*. PRINTERS' INK came into that office. I read one copy. I wanted to read more. When the editor, Col. John Temple Graves, would read it through I would carry it home. In the fall of that year I went to Brunswick, Ga. I was city editor of the Brunswick *Times*. I kept on studying PRINTERS' INK. Before Christmas I was managing editor and general manager. Then I came in contact with advertisers. I had a fund of ideas stored in my brain. I got them from PRINTERS' INK. I wrote some advertisements for the two largest stores. I was told they drew bigger crowds than those stores had been having. My rule was to make my ads truthful. I would not exaggerate. People found just what I told them they would find. There was not a disappointed customer.

Mr. Warren Leland, of hotel fame, came to Brunswick. He opened the big Oglethorpe Hotel. I wrote a booklet for him. I sent a copy to PRINTERS' INK. You said it was good because it told people who wanted to go South just what they could find at Brunswick and just what they would have to pay for it. That booklet brought business to the Oglethorpe Hotel. People asked who wrote it. Result was I had orders from the Piney Woods Hotel and the Masury House, in Thomasville, Ga.; the Carleton, in Jacksonville, Fla., and the Suwanee Springs Hotel, in Florida, to write their 1889 booklets. I kept on studying PRINTERS' INK and put the ideas I found in it into my work.

In 1889 I traveled all over Florida, Georgia, Alabama, Tennessee and North Carolina, preparing advertising campaigns for hotels. I made a lot of money. The business was then new in the South. I did some advertising for the Mallory Steamship Company. They gave me a pass to New York. I got here early in 1890. I stayed in the St. Denis Hotel and did some advertising for Mr. George Hippard, then the advertising manager of that hotel. I never

let a week pass without studying PRINTERS' INK.

Soon I got complete charge of the advertising of Messrs. Missler & Krimmert, of West and Liberty streets. They were opening big colonies of foreign farmers in the South and West. I wrote booklets, circulars and newspaper ads that were translated into ten languages. I traveled and placed it where it would do the most good. I studied PRINTERS' INK every week.

In 1892 I went to Chicago. There I got my first schooling in department store advertising. I paid much attention to mail order work in Montgomery Ward & Co.'s, Carson, Pirie & Scott's, and in Sears, Roebuck & Co.'s.

The World's Fair came on. With the aid of PRINTERS' INK I did well writing mail order catalogues and hotel booklets. Did much work for the Chicago Beach Hotel.

I went to San Francisco, Cal., to learn the methods of the White House and other large stores.

Came back to New York in 1894. Was advertising manager of Richards, then the largest mail order house in Twenty-third street. Also did hotel advertising for the St. Denis, Everett, Empire and Chelsea. Remember I was studying PRINTERS' INK all the while.

In 1895-6 I was advertising manager of L. S. Plaut & Co.'s Bee Hive department store in Newark, N. J. In March, 1897, I opened the Great Cash Store for the Joseph H. Bauland Co. of Brooklyn and successfully advertised this big enterprise until last Christmas. Did all of the newspaper, catalogue, billboard and street car advertising.

Then I bought an interest in a business, and am now going it on my own hook. With the help of PRINTERS' INK I am systematizing mail order houses all over the country and looking after plans and illustrations for big advertisers.

In these ten years I have not missed a copy of PRINTERS' INK. I have studied it religiously. I have a complete file from 1888 up to date. Would not take a year's salary for it.

I have not found any publication near so good. Never expect to see another so good. Some advertising journals print more pictures, use finer paper and put on more airs, but so long as PRINTERS' INK pays good hard cash for ideas you will get all the good ones going. You print the cream. Others must be satisfied with what you have refused.

I have always found in PRINTERS' INK the essentials to be learned in advertising years before actual experience brought me to them. This saved me lots of time, worry and money. If a scheme pays PRINTERS' INK tells of it. If a scheme does not pay PRINTERS' INK tells of it. In about 90 out of every 100 cases, if suggestions worth considering are found in other advertising publications, they can be traced to PRINTERS' INK. It is always first to get stuff of real value to the student of profitable publicity.

I have 514 copies of PRINTERS' INK. Every one of them is brimful of helpful hints. It has educated me in the art of advertising, because I have studied it harder than I did my textbooks at school. I write this earnestly.

I admire PRINTERS' INK because it prints all good ideas, even if occasionally found in journals that despise it. The piece of mail that I most anxiously await every week is the manila envelope which brings PRINTERS' INK. The postman on my route will tell you this is so. It ought to get to my desk about 10.30 o'clock Wednesday morning. If it is late I make a fuss about it. Makes no difference what I am doing—writing a mail order system or reading a "rush-proof." I lay down everything until I read PRINTERS' INK. I take it,

home that night and read it again. So the next night and by Sunday I know it by heart. Then my wife reads it. She appears deeply interested. She can tell me to the page where to find any article I wish to refer to.

PRINTERS' INK has indeed made life worth living for me. It has taught me how to get the money's worth and more for every dollar I spend in advertising. I have put hundreds of ideas found in its pages in use, and I do not know of one that has failed.

I get twenty-eight trade papers as regularly as they are published. Several are handsomer than PRINTERS' INK, but it contains more real meat than all the others in a bunch. I don't write this simply because I want your cup, but because I believe it my duty to give you praise you are surely entitled to. I am honest in every word I say about PRINTERS' INK. It is my best business friend. It has been my stock in trade for ten years and shall continue to be.

I do not know of a successful man in the advertising world to-day (and I know nearly all of them) who does not owe his success, in a very big measure, to PRINTERS' INK. I will guarantee it will save any business man who advertises in any way the price of his subscription, \$5 per year, and more, every week, if he will give it the thought it deserves.

These are my opinions of PRINTERS' INK as honestly as I know how to tell them. I hope they will be believed. SAM E. WHITMIRE.

I have been a constant reader of PRINTERS' INK for six years. To state what the information derived from reading PRINTERS' INK is worth to me is impossible, for the reason my business life is mostly ahead of me. I don't know what I will come to. About all I have ever had to do was to hold up the advertising end of a country newspaper, and I never expect to tackle a harder job—that is, harder to make a success of. I had to educate my advertisers, and they were dull and indifferent to modern business methods. I had to study their businesses for them, and study each separately. I planned and wrote for them, and I was kept constantly in need of new ideas and new brain food. I got it all from PRINTERS' INK. PRINTERS' INK enabled me to make a financial success of a country newspaper—a success, however, that most country newspapers manage to get along without.

E. K. ANDERSON.

KOSCIUSKO, Miss., June 25, 1898.

I have been for some time a student of PRINTERS' INK, the master in the art of advertising, and have become so inspired therefrom that I believe I could write an advertisement which would satisfy even Charley Bates.

There are two kinds of good advertisements. One kind is so worded that the reader remembers the words written. The other kind is so worded he remembers the merits of the things written about. Modestly and respectfully,

S. W. FLOYD.

CLIF, Tex., June 18, 1898.

Office of

"HIDE AND LEATHER,"

A Weekly Newspaper and Price Current for Boot and Shoe Manufacturers, Tanners and Dealers in Leather, Hides, Tallow, Wool, Furs and Shoe and Leather Machinery. CHICAGO, June 23, 1898.

I became acquainted with PRINTERS' INK, the "Little Schoolmaster in the Art of Advertising," on its first appearance. As a working job printer it stimulated me to better work in my trade; as an employer with a large book and job printing establishment, I found it a necessity; as an advertiser and arranger of advertising matter for many large firms, it fur-

nished me with ideas, plans of work and fearless and independent criticisms of advertising methods in particular, superior to all other journals of its class. And now, as a writer and advertising manager of *Hide and Leather*, I am more than ever convinced of the fact that there is no journal published to-day in the great field of advertising which is as safe a teacher and authority as **PRINTERS' INK**. Respectfully,

ADAM CRAIG,
Adv't Mgr. *Hide and Leather*.

That there is much in a good name is proven conclusively by the wisdom of Holy Writ; it is also sufficiently enforced by the great events that are attracting the attention of the civilized world to this country. To sum up much of that which is in all minds, the name Dewey is a most fortunate possession to any man since our admiral made it illustrious at Manila. Often, too, in our history has a name settled the most serious problems, as in the case of General Butler's solution of the status of slaves in our Civil War; affixing the name "Contraband" illuminated the subject so brilliantly that thenceforward no man caviled; and it is said, with great plausibility, that the solution furnished by that name fixed the destiny of the South in that conflict, organizing defeat for it. So the name **PRINTERS' INK**, with the sub-title Little Schoolmaster, furnishes bright conceptions and prolific suggestions—the power of the Press and of human thought among them—and thereby inherently stirring the gray matter. The publication furnishes the great exchange for quickest, most alert and ingenious minds.

The subscriber is a "tertium quid"—one on the outside—in the matter of advertising, and yet each number of **PRINTERS' INK** is scanned from title page to final cover almost as soon as received.

ROBERT I. B. EASTON,
NEW YORK, June 21, 1898.

I have picked up **PRINTERS' INK** from the country store counters, the caboose of the freight trains, the desks of the bankers and the writing tables of the hotels. I am but one of 280,000 traveling salesmen, and if I read it why not the other 279,999? If I carry it to my family, why not the rest? Averaging five to a family, why not 1,400,000? I have never read it in the presence of men, but what some one remarked on its merit of being "a good little book," which brought further arguments about advertising.

I read **PRINTERS' INK** because it is readable, because it is interesting, because I enjoy the teachings on how to do by some one who knows from experience how to do, because what you read is clean, simple, wholesome and beneficial; because it is odd, because there is nothing like it, because it gives you information about the rates and circulations of papers you often have asked about, because to be up to date you must read **PRINTERS' INK**.

GEO. R. WILLIAMS,
Seven years salesman in bank supplies.
BEEBE, Ark., June 22, 1898.

When I first went to school I was taught to spell cat, rat and such words, and along with that I learned numbers, as the art of arithmetic was called in the primary grades. As I became advanced I had text-books in grammar, geometry, Latin, civics, geology and other studies.

In 1893 I entered the office of the *Chester Times* to learn the newspaper business. I was in the advertising department, and as I knew nothing about advertising I was anxious to find something that would teach me in a common sense way. I did not have to look long, for **PRINTERS' INK** is the advertiser's text-book and the publisher's friend.

It makes no difference whether a man runs a newspaper or wishes to advertise in one, he can not in justice to his business refuse to read

PRINTERS' INK. It is so full of wisdom, sagacity and brightness that it is worth its weight in gold. The man who reads this journal will be taught how to buy advertising space, and that is one of the greatest problems which confronts the successful advertiser. Sometimes he is so unfortunate as to get his ads in papers that are not worth waste-basket room. Many a business man has invested a few thousand dollars in advertising and has lost it all. Advertising gets the blame, when, in reality, it's the man. Had he but been a reader of **PRINTERS' INK**, and kept himself versed in good advertising methods, his money undoubtedly would have been expended profitably. I have always contended that the simple fact of buying so much space in a newspaper, and letting that space take care of itself, is not good advertising. You must keep your copy alive—change it often. Some advertisers have told me they did not understand advertising. Few people do. I tell them to read **PRINTERS' INK**, and in that journal they will find articles by the most able advertising writers in the world. They get the benefit of brains and experience in **PRINTERS' INK** that they could not get elsewhere for "love or money." There is an old aphorism which says: "Imitation is the sincerest flattery," and as I notice, the majority of advertising journals copy **PRINTERS' INK**, they certainly flatter it. There are two things I greatly admire in **PRINTERS' INK**: First, it tells the truth and exposes "circulation liars"; second, it gives all the facts about advertising and is full of good business suggestions.

CHAS. R. LONG,
CHESTER, Pa., June 21, 1898.

Some years ago my father took **PRINTERS' INK**.

I used to glance at it.

Latterly I read it.

Last year I began to study it.

At this time I was in a position not to my liking.

I saw a chance to criticise some advertising.

My letter came to the notice of one of the most original advertisers in this country.

Within two days from the date of my letter I was in receipt of word from him, asking what I would take a position of advertising for.

Then I was sent for.

I accepted his proposition.

Within two weeks from the mailing of my criticisms I was advertising manager of the *L. A. W. Bulletin and Good Roads*.

My only ideas regarding advertising were such as I had gleaned from weekly perusing **PRINTERS' INK**. Yours, C. G. ADAMS.

P. S.—I haven't stopped yet; I'm still reading **PRINTERS' INK**.

BOSTON, June 22, 1898.

The **PRINTERS' INK** ranks highest, in my opinion, as a teacher of newspaper proprietors.

They put all their brainy men on scoops, and mighty few, if any, on ads.

Every ad that comes into a newspaper office should be relatively as important as the latest dispatch from Manila. The ad editor should be a brainy fellow and as resourceful as an encyclopedia. His printer should be the highest-priced man of the mechanical department of the paper. These men and their assistants should teach the advertiser how to advertise. Their text-book should be the **PRINTERS' INK**. Through them the **PRINTERS' INK** should reach every advertiser worth reaching. The advertiser must also be educated or he will not appreciate the wisdom of the local ad editor.

To teach both is the **PRINTERS' INK's** evident mission, and it is undoubtedly fulfilling it.

When the advertiser has learned what, when and how to advertise he will see its efficiency.

Until then advertising will be regarded as a favor to the paper and not to the advertiser.

The PRINTERS' INK teaches that advertising is a business, and a paying business when intelligently conducted.

The more the Little Schoolmaster gets abroad the greater the comity between publisher and advertiser, and the greater the receipts of both.

JOHN A. REA, JR.

OLYMPIA, Wash., June 9, 1898.

Editor of PRINTERS' INK:

I don't believe any living man can testify more sincerely and appreciatively to what PRINTERS' INK has done for him than I can.

I think it is easier to get business than it is to do it right after you get it. For that reason I make more of the fact that PRINTERS' INK has helped me so much in doing my work than of the other fact that it has brought me most of the work I have had to do, and has given me most of such reputation as I have gained with advertisers.

The ability to get business and then to do it right are almost identical things, and PRINTERS' INK has done more than any other one agency in reinforcing my efforts at both ends of the problem.

It has kept me in close contact with the actual business aspects of advertisement writing and constantly aided me in making the literary and artistic part of my work practically effective.

Having been ten years an editor of educational and literary publications, I can appreciate PRINTERS' INK's remarkable editorial grasp and succinct comprehensiveness.

I don't know of any publication in any field which gives its subscribers more for their money. It is a marvel of that liberal condensation which gives room for the thorough exploitation of important details, yet "boils out" everything that is not to the point and purpose.

I have said before that I could no more do business without PRINTERS' INK than a clergyman could preach without his Bible. PRINTERS' INK is my weekly gospel of advertising.

Yours very truly, WOLSTAN DIXEY.
NEW YORK, June 25, 1898.

Office of
STEWART'S DEPARTMENT,
The Knutsford,
Salt Lake City.
A. J. Davis, Steward.

Truthful reasons why PRINTERS' INK is the best advertising instructor published:

1st—it is a journal devoted solely to the interests of the business man.

2d—It teaches how to advertise.

3d—Its aim is the guidance of business men in properly placing their business before the public.

4th—It is edited by men capable of advising any one desiring to advertise.

5th—PRINTERS' INK teaches new, modern, attractive and unique ways of advertising.

A. J. DAVIS.
SALT LAKE CITY, Utah, June 22, 1898.

THE NEW YORK ASSOCIATION
FOR IMPROVING THE CONDITION OF THE
POOR. WM. H. TOLMAN, Ph.D., General Agent, 105 East 22d Street.
NEW YORK, June 11, 1898.

MY DEAR SIR—I think the last number of PRINTERS' INK was particularly interesting, especially the "Confession of Faith" on the part of Mr. Munsey. I happened to meet Mr. H. B. Frissell, the president of the Hampton Institute, yesterday, and I commended most warmly to him PRINTERS' INK, because I told him that he could get more items from that than he could digest in a week, and even if he

was the principal of a great institute, he could not do without the weekly.

Very sincerely yours, W. H. TOLMAN.

Editor of PRINTERS' INK:

PRINTERS' INK is to the advertiser what the sun is to the mariner. Let him but consult it regularly and he will never get wrecked on the hidden rocks of inexperience. Yours truly,

ALF. WASHINGTON.

CHICAGO, Ill., June 17, 1898.

I read the majority of publications devoted to advertising and consider yours the best one of them.

Your remarks are pithy and to the point. Your make-up is excellent.

The size of your journal is most convenient.

The paper, ink and printing are correct.

Yours very truly, ADDISON S. GOODMAN.

GRAND RAPIDS, Mich., June 17, 1898.

Office of

JAMES E. PATTON COMPANY,
Sole Makers of Patton's Sun Proof Paints.

Established 1855.

MILWAUKEE, Wis., U. S. A., June 25, 1898.

I believe I owe my first ideas of the science of advertising to PRINTERS' INK. I believe Patton's Paints owe their publicity to that journal. No wonder that PRINTERS' INK receives the most careful study of all the periodicals I receive.

J. E. PATTON, JR.,
Advertising Manager.

Advertisers are indebted to you for their most helpful teachings; publishers owe their increasing revenue from advertising columns to the observance of your instruction, while the reading public is obligated because of receiving constantly increasing value at a continually diminishing cost—a natural and most happy sequence of your service.

Your well-merited title conveys so much real meaning that my "honest and heartfelt" appreciation of your publication can best be expressed by the simple words—my highly valued "schoolmaster." Yours sincerely,

PERRY L. HOLE.

MINNEAPOLIS, June 25, 1898.

The best way to ascertain the merits of PRINTERS' INK as an advertising medium is to subscribe for it "if," note the continued advertisements in its columns, and you will soon be convinced that PRINTERS' INK is surely helping those who continuously use its columns or they would not spend their good money by placing their ads in it. Then place your own ad regularly "if" and PRINTERS' INK will do for you as it does for other advertisers, that is, increase your business from 25 to 100 per cent. Note its numerous testimonials from reliable business firms. Try it and see your business grow.

ROBT. H. GREEN,

Adv. Man. for Louisville Dispatch.
LOUISVILLE, Ky., June 22, 1898.

FROM COW TO HALF-TONE.

The old-fashioned plan in the county papers of introducing a row of cow cuts into every stock sale had its effect, but when the same cuts had been used many thousands of times their force as an argument lost virility. The cows looked all alike; they had horns and tails and were all of an equal degree of fatness. They were also universally of the breed generally designated as "common." But these cow cuts were the forerunners of the splendid half-page illustrations now appearing in our best stock journals. Their use was a recognition in small degree that the mind could more quickly grasp an idea from a picture than from the printed description of it.—*Agricultural Advertising.*

NOTES.

OLD CROW RYE advertises itself as "first in peace, first in war, first in the throats of our countrymen."

SIXTY-THREE merchants of Portland, Me., have combined in an agreement not to use trading stamps.

"NO CUSS words needed with our coal," advertise Z. O. Nelson & Co., the popular coal dealers of Brooklyn.

"OUR eggs are decidedly fresh, but our salesmen are not," is the sign in the window of a Newark, N. J., provision dealer.

A LONG ISLAND school is advertised as being "a comfortable and healthy place, where brains and brawn may grow apace."

THE shibboleth of Sax & Lewis, proprietors of the "Big" Store, Kankakee, Ill., is: "Retailers of everything but high prices."

THE June number of *Art in Advertising* (New York) is one of the most interesting numbers of an advertising journal ever issued.

A FULTON STREET (N. Y.) cigar dealer has a cigar in his window with a flag waving over it, and the sign, "At last our flag waves over Havana."

A BOSTON dentist gives away as an advertisement a small round mouth mirror for examining the teeth. His advertisement is stamped on the metal back.

LADY billposters in bloomers are a new feature in English advertising. They are said to attract quite as much attention as the posters they put up on the walls and fences.

A PHILADELPHIA jewelry house uses an odd expression in one of its advertisements: "Our watches are an authority on time," is a bold and striking claim with an original ring to it.

A JERSEY CITY shoemaker has hit upon a novel and doubtless effective plan to attract customers. He has in his window the cheering announcement: "We don't talk either war or baseball to our customers—nothing but strict business."

H. A. STARRETT, a barber of Rockland, Me., issues a coupon ticket to his customers with figures on the end aggregating \$2 in amount. The card states that when work has amounted to \$2 the customer is presented with a French briarwood pipe.

THE new fad in Brooklyn is to advertise on the "fenders" of trolley cars. This seems to be a preferred position, and the various summer resorts are now battling for its possession. It is much better than an inside space, being in full view of the crowds on Brooklyn's streets.

THE *Woman's Home Companion*, of Springfield, Ohio, has just issued a booklet containing testimonials to its advertising efficacy, from S. H. & M., Reliance Corset Company, J. Walter Thompson Company, Jackson Corset Company, Franklin Mills Company, Enoch Morgan's Sons, Rubifoam, Columbia Bicycle, Sazodont and others.

TO COMPLETE its files of PRINTERS' INK the Smithsonian Institution of Washington, D. C., needs the following issues: September 2, 9, November 10, December 30, 1896; January 13, March 10, 31, 1897; February 2, 9, 23, March 9, 23, 30, May 11, 1898. Those who have spare copies of these issues will confer a favor on the librarian by sending them to him.

THE Post-Office Department at Washington has decided that on and after July 1 second, third and fourth-class mail matter will not be returned to the sender, when the person to whom it is addressed can not be found, until the postage has been fully prepaid. It is provided, however, that where undelivered mail of the classes named is of obvious value, the sender,

if known, shall be notified of the fact of non delivery, and have the opportunity of prepaying the return postage. This rule does not apply to letters or other first-class matter. They will be reforwarded or returned as heretofore, without extra charge, on the request of the sender or the addressee.—*Newspaper Maker*.

"EVEN in the character of its advertising," says an exchange, "the Philadelphia *Record* exhibits the patriotism that has always marked its course as a newspaper. Recent announcements of circulation are illustrated with pictures of troops, gunboats, forts and other warlike subjects. Even the paper of the circulars is bordered with red, white and blue stripes."

SAM McLEAN, of Forrester, Ill., was arrested a few days ago by United States Deputy Marshal George Q. Allen, and taken to Chicago to answer to the charge of unlawful printing. He had been printing imitation Confederate bills, with advertisements of local merchants on the reverse side, not knowing it was against the law to print an imitation of money.—*National Advertiser*.

AN interesting reproduction of the sinking of the Merrimac in the channel of Santiago, done in painted cardboard, is shown in a clothier's window on Broad street, Newark. Underneath are the lines:

"Rocked in the cradle of the deep,
Now I lay me down to sleep,
Perhaps Cervara can get out,
But Hobson has the gravest doubt."

It is stated that the late Dr. C. N. Hoagland, president of the Cleveland Baking Powder Company, left an estate of about \$5,000,000. Dr. Hoagland was one of the most persistent and liberal advertisers in the country, and ascribed his success in great measure to that fact. There is no better model for judicious, bright and abundant advertising than the Cleveland Baking Powder Co., and the results of their business certainly justify their methods.—*Art in Advertising*.

SECRETARY DAY, of the State Department, in a communication to the House asking for an appropriation of \$20,000 to send a commercial mission to China, says: "The United States, though it has made no acquisition of Chinese territory, is in a position to invite the most favorable concessions to its industries and trade. Inasmuch as our commercial relations with China are already most friendly, and the existing trade between the United States and China is in actual process of development, it would seem to be clear that the present is a golden opportunity for enlarging the channels of commercial intercourse with the empire. Not only in China itself, but in the contiguous possessions of Russia, the markets for American products seem to be capable of easy enlargement, provided the conditions are thoroughly understood and proper advantage is taken of the present situation."

HOW THEY KNEW MODJESKA.

Maurice Barrymore is a careless actress and always has been. Some years ago, when he was acting in the company of Mme. Modjeska, who had not been long in this country, the Polish actress was reproaching him for his negligence in a certain scene which had deprived her of certain effects. "It is ungrateful of you to be so regardless of my interests," she said, "when I have made a reputation for you here in America." "My dear madam," Mr. Barrymore answered, "I may have been indifferent in that scene, but I must beg the privilege of contradicting you when you say that you made a reputation for me. I was a well known actor here when most people thought that Modjeska was a tooth wash or a headache cure."—*Argonaut, San Francisco*.

Washington's Full of the Boys in Blue

40,000 are encamped just outside the city. Most of them left home too quickly to prepare themselves with half the necessities of health and comfort.

They're Buying Now

and if you've anything you'd like to sell, an advertisement in

The Times

will reach every one of them.

THE TIMES is the advertising power of the nation's capital. It's paid and guaranteed

Circulation

For May was over . . . 57,000

Circulation guaranteed by ADVERTISERS' GUARANTEE CO. It is the only paper ever printed in Washington to reach that mark.


THE TIMES is the best because it covers the WHOLE FIELD.

FRANK B. CONGER,

Manager New York Office,
52 Tribune Building.

THE TIMES,

Washington, D. C.



The Logic of Duplicate Circulation

THE Royal Baking Powder Company has created a demand for its product—a \$12,000,000 bonus was refused for the business—by using THOUSANDS of publications. One, two or ten mediums wouldn't have returned enough profit for office rent.

In the textile trade, S. H. & M., Warner Brothers, and a host of others have made fame and fortune by advertising in the MAJORITY of high-class periodicals.

No one medium, however—not even the Woman's Home Companion—covers the entire country, which has about 25,000 different periodicals scattered from Maine to California.

No one medium is big enough to make an advertiser an enormous income—if it actually pays him a substantial profit on the cost of his advertisement, its worth is proven.

Beware of the publisher who tells you his publication covers the earth—who is afraid of the pulling powers of other mediums.

Ask him if one insertion in his medium is enough—if twelve insertions in twelve consecutive months is "profitless duplication."

The rule of wisdom and experience is to first choose a medium offering the largest circulation of the right sort at the cheapest pro rata rate. If profitable, then add to the list.

In textile advertising the Woman's Home Companion at \$1.75 a line for over 300,000 subscribers—million and a half readers—is the best profit-returning woman's magazine in America for high-class specialties.

Let us talk it over—PROFITABLE DUPLICATION.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1643 Monadnock Bldg.

PERSISTENCY AND SUCCESS.

The mainspring of all kinds of advertising should be persistency. It is rare indeed that a man can make a "hit" at once. Do not expect to make a "hit" at once when you commence to advertise. You can not do it. Some things may bring you more returns than others. Of course, returns are the real criterion by which the success or failure of advertising is to be judged. The main feature of all truly successful advertising, however, is its ability to outlast the first impression, i. e., to deepen the good it did at first. Persistency is the high road to success. There is no other one thing with which I have so much trouble as this lack of persistency among advertisers. They lack the nerve to fight long and hard. While they will expend a good deal of cash and energy in making a single plunge, they will grow tired and weary if called upon to expend the same amount through a campaign of six months. The road to success is an uphill road all the way. Do not try to spurt. For a little way it goes easy and you get over the ground fast, but the goal seems all the farther away when the nervous energy in that spurt is spent. There are but forty per cent of advertisers who make their advertising pay. The rest are unsuccessful because they have never learned that persistency in advertising is the one vital necessity. They jumped into advertising without preparation, in the way of the money to meet the expense or the experience to keep from wasting it. They failed to consider that the creation of trade through advertising was a long process. They plunged, got a little business for a little time and failed ultimately, or soon found that advertising was costing them a great deal too much for the amount of business they did. Be persistent, stick at it, never think of advertising for less than six months at a time. Get the best ideas, do your best work on your advertising matter, or have it done as well as you know how. It is always worth \$5 to have \$25 worth of printed matter made effective, and remember, in these days of competition, that it is always worth while to do your advertising better than the best your competitors have ever done, or you think they can do. Do not plunge. Better do a little thing well for a long time than do a big thing well for a short time. The man who is heard from once a month during a year has more chances of success than the man who is heard from once a year. Be persistent. Be up to date in your persistency.—*Inland Printer, Chicago, Ill.*

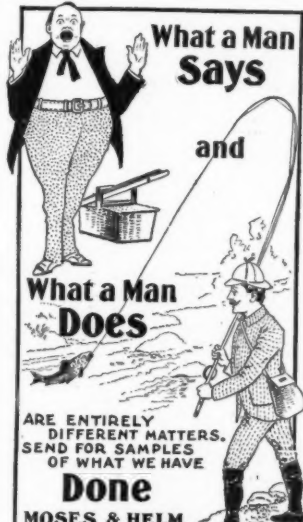
THE ADWRITER.

The professional adwriter must have at least a theoretical knowledge of all the branches of newspaper work, must be able to use clear, forcible language, must know something about business and business methods and must be a close student of human nature. His work consists of preparing all the copy for newspaper and magazine ads, circulars, booklets, posters, etc. He gives instructions in a general way to compositors and arranges to get the best possible display. He has specimens of the different kinds of matter of all branches of business. He knows how it has been done, and looks at a merchant's business from the public's side. He gets what the merchant thinks are his best points in business. Combining these he is able to give a forcible argument for the people's trade. The adwriter must have the help of the merchant. He must know the people the merchant wishes to reach. He must know the class of goods he wants to sell them. After getting this information, he uses his knowledge of what others have done as a supplement to his own ideas.—*Art in Advertising.*

LAME PREMISES, GOOD CONCLUSION.

If the Loud bill had been amended so as to permit a certain latitude in the mailing of sample copies, but restricting that privilege within specified and sensible limits, it would have accomplished a great good. Uncle Sam's mail carriers are loaded down every day with a burden of printed papers and publications which are of no earthly use to anybody, except perhaps the fake circulation vendors. The genuine sample copy distribution we have no objection to, and the mails are meant to carry it, but the huge volume of stuff which is sent through the mail simply for the purpose of counting is an appalling abuse of Uncle Sam's Post-Office Department, and provides a means for those who are so disposed to make a claim of circulation which is not warranted by the facts. At a convention of advertisers the other day it was stated by one of the speakers that several people in his own neighborhood had been receiving regularly for years copies of a periodical which claims an immense circulation, although they had not subscribed for it. Advertising in papers of that kind is of very little value and is paid for on a false valuation. A law which should reach a case such as this would be in order, but it would require to be framed skillfully to rectify the abuse without curtailing the privilege of publishers. It may be better to bear the ills we have than fly to others that we know not of.—*Art in Advertising.*

The more accurate the ads are, the nearer they come to representing the actual goods, either by words or pictures, the better they are, and the more goods they will sell; always bearing in mind the goods talked about and the people addressed are, as it were, near relations to each other.—*Bates.*



What a Man Says

and

What a Man Does

ARE ENTIRELY DIFFERENT MATTERS. SEND FOR SAMPLES OF WHAT WE HAVE

Done

MOSES & HELM.
WRITERS & ILLUSTRATORS
OF GOOD ADVERTISING.
111 NASSAU ST., N.Y. CITY.

WHAT NOT TO DO.

Knowing what not to do often settles the question of what to do. This is as true in the realm of one's ordinary every-day work as in the ruling of a kingdom or in the command of an army. The number and variety of things that might be done confuse and perplex a man as he looks out on the possibilities and seeming duties of the hour. He does not at once see what alone must just now be done at any cost or risk, and therefore he is not able to decide what must have all his energies for the hour. Many a mathematical problem is greatly simplified by the elimination of like, and therefore unnecessary, terms or factors. Similarly, many a problem in business or in study or in government is greatly simplified by the elimination of items that are not of immediate and pre-eminent importance. In reality, duties never conflict. Only one thing at a time is the pre-eminent duty.—*Sunday School Times.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

PERFECT half-tone cuts, 1 col. \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WEB PRESSMAN, first-class. Can do stereotyping. Will go anywhere. Address "R. 20," Printers' Ink.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

I WANT catalogues and cash prices of useful novelties, etc., and desire to represent another reliable manufacturer. Will remit for samples or return. A. J. WEINERT, Mfg. Agt., 213 Fillmore St., San Francisco.

WRAPPERS to wrap. Buy a \$4 economy wrapper master, and do the work twice as quick, better and without "muss." Great time saver. In stock all branches AM. TYPE FOUNDERS CO. See addresses under "Advertisement Constructors."

W

WE
WANT
HIGH-GRADE
ADVERTISEMENTS;
CAN WE GET YOURS!

50,000 GUARANTEED CIRCULATION.
Rates, 25 cents peragate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 1/2 inch	24.50 " half col.
3.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	196.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

NEWSPAPER METALS.

GLAD to send you, free, samples of our linotype, stereotype or electrolyte metals. E. W. BLANCHARD & CO., 54-70 N. Clinton St., Chicago. "A Tower of Strength."

ELECTROTYPES.

MERCHANT'S
LINOTYPE

Stereotype, electrolyte, reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited. MERCHANT & CO., Inc., Manufacturers, Philadelphia, Pa.

STEREOTYPE OUTFITS.

STEREOTYPE outfits cheap; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHRS, 240 East 33d St., New York.

ADVERTISING NOVELTIES.

AD-NOVELTIES—For samples and prices write to the C. E. CLASP CO., Buchanan, Mich.

For the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection of advertising cuts in U. S. Catalogue, 10c. THE SPATULA, Boston.

ILLUSTRATIONS—We have hundreds of original half-tone engravings, subjects of general interest. Will sell duplicate plates 8 cents square inch; minimum \$1.50. Send 25 cents for sample sheets. OPTIMUS CO., 194 Broadway, N. Y.

SCRAP BOOKS.

Oh, ye
Busy men,
Lazy men,
Lazzy-busy men,
There's a scrap book built
Especially for you.
It's called "The Perfect."
Sample pages for stamp.
GEO. C. BAKER, Albany, N. Y.

MAILING MACHINES.

MATCHLESS mailer, \$12 net, "beats the heater." REV. ALEX'ER DICK, Meridian, N. Y.

HORTON mailer (\$20 net), used exclusively by *Ladies' Home Journal*, edition \$50,000, who write: "We save the cost of a machine in knife sharpening alone every four months." You can't afford to use any other, even if it costs more than the Horton. In stock all branches AM. TYPE FOUNDERS CO.

AGRICULTURE.

If you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum Books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE CHEAP and on easy terms, two Cottrell and one Potter Cylinder Presses, D. WALLACE, owner, 769 Eleventh Avenue, New York City.

THE Scrap Book that
"Solves the Problem."
Demonstration for stamp.
GEO. C. BAKER, Albany, N. Y.

FOR SALE—One of the leading and best known agricultural papers in the U. S. Guaranteed to pay not less than 10 per cent on \$150,000. Address "SUCCESS," care Printers' Ink.

FOR SALE—The best equipped country office in Southwest Mo. Republican; circulation, 1,175; county seat; time or cash; on invoice or receipts; reason, personal. GEO. E. HARRIS, Cassville, Mo.

SPLENDID opportunity to purchase live patent medicine business, which has been extensively advertised. Reason for selling, proprietors are engaged in other line of business. Favorable terms to right party. Address "PATENT," care of Nassau Advertising Co., 705 Temple Court, New York City.

FOR SALE—At a bargain, in Boston, Mass., large printing plant, centrally located; one of the best known in New England; 13 presses, job and cylinder; large amount of type, between 300 and 400 fonts of job type, engine and boiler, elevator, etc. Address C. F. RANSTEAD, 7 Highland St., Roxbury, Mass.

BUSINESS bad!
Advertise. How!
See HOYT.
2 Elm Street, New York.

THE profitable placing of advertising consists first in preparing good copy. Copy that says what ought to be said in a convincing way. Second in setting the matter in such type as will catch the eye and embellishing the same with a picture if one can be determined on that will tell its story at a casual glance. Third, in the selection of the right size and the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service they can render. To secure these points for the advertiser is the business of the professional advertiser.

Address THE GEO. P. HOWELL ADVERTISING CO., 10 SPRUCE ST., NEW YORK.

SEND me two dollars, along with your booklet, or catalogue, or batch of trade papers, or newspaper ads, and I will tell you why they are good or bad, and how to make the next one better.

CHARLES AUSTIN BATES,
Vanderbilt Bldg., New York.

WFO AD MEN—Nothing in these times captures the business so well as The Flag. Our flag borders and 44-point American flags have hit the market hard. The Phila. *Times* and Phila. *Inquirer* send us orders for 44-point flags. We place, send to nearest branch for specimens. Don't forget our new 6-point Jenson old style and new 6-point Jenson Italic. Touraine old style Italic is also available. **PRINTERS' INK** is ours, except a few ramshackle borders which Johnston should melt. Boston: 370 Congress St.; New York: 100 Nassau St.; Philadelphia: 100 Arch St.; Baltimore: Frederick & Water Sts.; Buffalo: 45 N. Division St.; Pittsburgh: 323 Third Ave.; Cleveland: St. Clair and Ontario Sts.; Cincinnati: 433 Longworth St.; Chicago: 100 W. Taylor St.; Detroit: Court and Elm Sts.; Minneapolis: 24-35 First St., south; Kansas City: 633 Delaware St.; Denver: 1616 Blake St.; Portland, Ore.: Second and Commercial Sts.; St. Paul: 100 W. Spokane; 10 Monroe St.; Toronto: Toronto Type Foundry Co., Ltd., 44 Bay St.; Atlanta: Dodson Printers Supply Co., 56 So. Forsyth St.; New Orleans: The Seaford & O'Connor Co., 136 Poydras St.

O OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
OO OOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO
O' I am very glad to give you any information
OO about my business. The work OO
O' I do, the facilities I have, etc., etc., are OO
OO all set forth in a SERIES of BOOK- OO
OO LETTERS which send FREE to any busi- OO
OO nessman who will write for them. OO
OO his own letter-head. OO
OO I don't answer postal cards or letters OO
OO without printed personalization, or letters OO
OO written on some other person's stationery. OO
OO LESS than ninety-nine times out of OO
OO one hundred the men who write in such OO
OO a way have no business of their own. OO

00		00
00	CHAR. F. JONES,	00
00	Writer and Illustrator of Advertising.	00
00	Practical Advice on Business Subjects.	00
00	Suite 101, World Building,	00
00	New York, U. S. A.	00
00	Correspondence invited.	00
00		00
000000000000000000000000		
000000000000000000000000		

TO attract, to explain, to convince—that's the sum and substance of successful advertising. Only a trained writer can do it. MARSH, Box 943, Springfield, Mass.

S SEND \$1 for four sample cuts and ads to fit your business, and get full particulars as to our perfect and economical system of illustrating retail ads. We have over 10,000 cuts, representing nearly 40 different retail lines. We make new cuts every day. We will send four cuts for one dollar only once to each man. After that we want yearly orders at regular prices.

THE CHARLES AUSTIN BATES
SYNDICATE,
Vanderbilt Building, N. Y.

FOR two weeks only I will make a series of 12 drawings, in pencil, for \$25—any subject. If you have ads you want illustrated, I'll make 'em to fit; 6 will cost \$15. F. C. HUBARD, Ashtabula, O.

SEND 10 cents for a sample copy of my new paper for retail advertisers. It is a practical paper, full of ready-made ads for every retail line. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

TO every retailer who becomes a subscriber to my paper, "Good Advertising," I guarantee that at least four of the best ads in his own line of business that I can find in America will be reproduced in every number, and hundreds of suggestions in other lines that may be adapted to fit his own. In other words, every subscriber who pays \$1 a year will get at least 48 of the best ads published by the best and most successful merchants in his own line of business. Send \$1 for a year; 25 cents for 3 months; 10 cents for a sample copy.

CHARLES AUSTIN BATES,
Vanderbilt Building, N. Y.

MY booklet, PERHAPS, tells about my business. It's free to those who ask for it on their business stationery.

CLARENCE F. CHATFIELD,
Not Oswego. Oswego, N. Y.



If YOU WISH
TO **Advertise**
Anything
Anywhere
AT **Any time,**

WRITE TO

THE GEO. P. ROWELL ADVERTISING CO.
No. 10 Spruce St., New York.

A STREET CAR

Is about the only
medium that does
not depend upon
advertising for
existence.

It continues in business
on the basis of the most
tangible kind of circulation.

GEO. KISSAM & CO.,

Every fare represents a subscriber.

So long as the management finds it profitable to run its cars you know what you are getting.

You can't be positive about anything else that carries advertisements.

Last—but not least—it's on the way to the merchant you're looking for.

When you want to put a good advertisement in a good spot—consider these points.

253 BROADWAY, N. Y.

" 'Twas in the Newspaper and al

STRIDING STRAIGHT TO THE FRONT. BUS

The Baltimore N



THE BALTIMORE MORNING HERALD.

EDUCATING T

The HERALD has been doing
During that time the HERA
position in the field of Balt
erected in the city of Baltim
HERALD has nothing of the
capital concentrated and con
Housed in its own home,
facilities are the best of any
operation. Its present aver

DAILY, 4

ALL PURC

- FIRST. That the MORNING HE
SECOND. It has character, qualiti
THIRD. It is read by the masses
FOURTH. No fake in their statem
FIFTH. Everybody has a good
please the "hickin"
SIXTH. The MORNING HERALD
Pennsylvania, Virginia,
SEVENTH. The HERALD is an all round paying proposition for advertisers and pur
most satisfactory paper in Baltimore to contract with, as he KNOWS exactly w
EIGHTH. The Baltimore field can not be covered without using the HERALD, Morning an

THE HERALD PUE

FAYETTE AND ST. PAUL STREETS,

THE S. C. BECKWITH SPECIAL AGENT

and all the World Now Knows It."

THE BUSIER, BRIGHTER, BETTER THAN EVER

Morning Herald

FOR THE RISING GENERATION

has been doing this for twenty-four years to great advantage to itself and others interested. The HERALD has grown from an infant to a giant, and to-day occupies a commanding field of Baltimore journalism. During the past ten years 25,000 new houses have been built in Baltimore and progress made in every direction. The phenomenal growth of the HERALD is the element of luck about it. It has borne the fruits of brains, energy and hard work, and continued in the right direction. The HERALD's business life is an open book. Its own home, the most modern and palatial of any Baltimore newspaper, its mechanical plant, the best of any Baltimore newspaper, and all passers on the street can see its presses in active operation. Its present average circulation is as follows:

DAILY, 40,000; SUNDAY, 50,000

ALL PURCHASERS OF PUBLICITY WILL KINDLY NOTE:

MORNING HERALD now leads the field in Baltimore newspapers.

Character, quality and an individuality all its own.

Read by the masses as well as the monied classes. Circulation books prove it.

Read their statements—every copy printed means a possible purchaser.

It has a good word to say for the HERALD, even though its aggressiveness doesn't always show "him, kin."

MORNING HERALD circulates through newsdealers in ten States, as follows: Maryland, Delaware, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Tennessee, Florida.

and purchasers of space. A traveling agent of a large and leading house states that it is the

best news exactly what he is buying, and furthermore, he is enabled to buy at a satisfactory price.

Daily, Morning and Sunday, and furthermore it can be covered cheaper than in any other way.

PUBLISHING CO.,

BALTIMORE, MARYLAND.

AGENCY, NEW YORK AND CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JULY 6, 1898.

WITH this issue PRINTERS' INK celebrates the tenth anniversary of its birth—the completion of its first decade. During this period, remaining true to its policy of always daring to express whatever it has believed ought to be spoken, it has made a host of friends and never an enemy. Some one on occasion may for a moment have considered himself abused, but on second thought has recognized the justice of the position taken and made haste to set himself right. The few exceptions, being hopelessly wicked, have run their course and been gathered in; consequently it may be truly said that PRINTERS' INK has a host of friends and not one enemy. Whoever is criticised by PRINTERS' INK has the consolation of knowing that even those who may at times have felt inclined to be its enemies are ready to acknowledge that it fights fair and gives both sides an opportunity to be heard.

The readers of PRINTERS' INK speak of it affectionately as the "Little Schoolmaster," an appellation which originated in the small size of its pages. When it first appeared such diminutive pages were a novelty; to-day they are very numerous—particularly among the myriad advertising journals, every one of which is to be counted as an imitator of the modest, the inimitable—the one and only PRINTERS' INK.

THE best quality of circulation is the circulation that goes to the class desired to be reached.

WHEN the *Syracuse (N. Y.) Journal* recently went into the hands of a receiver, it owed Mr. Henry Bright, the New York special agent, \$218.56 for services. Mr. Bright considered himself an employee of the paper, and as such demanded to be put on the preferred list, to the end that his claim might be paid before that of outside creditors. The receiver gave it as his opinion that a special agent was not an employee; whereupon Mr. Bright went to law, made his point and established a precedent for which brother specials should be grateful.

A COMMITTEE, representing the business men of Des Moines (Ia.), recently made an investigation of the circulation of the *Daily News*, certifying that its average daily paid circulation for the month of May, 1898, was 25,429. At a similar examination, made three months previous, the figures attested to were 18,650, indicating a gain of 6,779 readers in ninety days. Of the entire number, 9,230 copies were sold in the city of Des Moines, which contains only 11,000 families. This means that the *News* was taken into almost eight-four per cent of the houses in the city, a fact that is of much significance to an advertiser.

PRINTERS' INK is the only advertising journal edited on the assumption that the best results in teaching advertising are attained by the elimination of hard and fast rules and by giving the differing views in regard to every problem, pointing out now and then a fact or circumstance from which a principle can be deduced, noting the trend of certain policies, maintaining meanwhile a hospitable attitude toward any dissenting view that has a leg to stand on. The result of such a method is to promote discussion, to begot attention for neglected phases of a situation and to compel the reader to think for himself. When the smoke of the argumentative battle has cleared away, correct principles stand out more clearly than ever. The underlying idea of this editorial policy is that the object of teaching is not so much to cram the pupil with facts as to develop his thinking powers in order that he may be able to gauge facts at their relative value when presented.

STAMPS FOR PROPRIETARY ARTICLES. PEN PORTRAIT SUBSTITUTED

The Ripans Chemical Company, a New York corporation engaged in the manufacture of a medicinal tablet sold in five-cent packets, has addressed the following protest to members of Congress:

Our requisitions for six million proprietary stamps have been several days in the proper hands and we are not able to get possession of a single stamp.

We have need of a hundred thousand stamps daily and a single order to be filled to-morrow calls for over a hundred and fifty thousand stamps.

We have between one and two hundred girls engaged in packing our goods.

Must our business stand still and hundreds of girls be thrown out of employment because the Government demands a tax and is powerless to receive it? We respectfully protest.

THE RIPANS CHEMICAL CO.,
No. 10 Spruce Street.

NEW YORK, June 29, 1898.

This company is only one among many. The goods can not be packed to await the stamps because the packets are small and have to be gathered into dozens, grosses and larger parcels for shipping, which can not be done till after the stamps have been affixed.

The statement by the Secretary of the Treasury, that sufficient stamps can not be supplied until July 15, is a very serious matter to all connected with taxed industries. The provisions of Schedule B apply to at least 50,000 manufacturers and retail dealers, who will find their business in taxed goods entirely stopped.

If the members of Congress do not remedy this defect in the law those who suffer will be heard from in no uncertain tones when a new election affords an opportunity to express their discontent.

SPECIAL REVENUE STAMPS.

Special revenue stamps for use on proprietary articles will be authorized by the Government and will bear the names of the proprietors. They will be furnished as soon as the proper regulations can be framed and the stamps can be prepared. These regulations are now in preparation. They will limit the size of the stamps and will forbid the use of any language implying that the article is guaranteed by the Government. The stamps will not be permitted in most cases to be larger than ordinary postage stamps, but a discrimination may be made in favor of larger stamps upon certain articles of large bulk. The words, "United States Internal Revenue Tax," will be required to appear upon all such stamps, and some restriction will be imposed upon the amount of unnecessary advertisement appearing thereon.—*Newspaper Maker*.

ADVERTISING is not a horse to drive single—it must be matched with a good business or with some article of convincing value.

The pleasant face of Charles S. Patteson, of New York City, appears on the cover page of the *Country Editor* for June. Mr. Patteson is the editor of the valuable publication, *Newspaperdom*, without which no country printing office is complete. He is resourceful, high minded, progressive, and his journal is doing a great work for the readers of newspapers. The readers of the *Country Editor* who have never met him and those who have will be glad to add this portrait to their collection of pictures of distinguished editors.—*Country Editor*.

PRINTERS' INK reproduces with pleasure the well-deserved compliment to Mr. Patteson printed above. Mr. Patteson is able and capable. The principal criticism to which he is open is the serious one that he is not honest. He permits statements to appear in *Newspaperdom* that he knows are not true, and advises people to do things which in his own heart he believes they ought not to do. Mr. Patteson is too good a man to waste himself in this way and is still young enough to redeem himself if he will turn straight about and determine from this on to always do that which is right and honest and never hereafter to do that which is neither right nor honest.

PILFERING FREIGHT.

Shipment to be made from Pier 8 via Central R. R. and P. & R. R. to Kaighn's Point Station, as nearly all goods which come to me over the P. R. R. are pilfered in transit, and the company will not pay any losses for goods stolen in transit. Rates are the same.

(Signed) WM. COWGILL.
Wm. Cowgill, Wholesale Dealer in Patent Medicines, 518 Federal street, Camden, N. J., June 23, 1898.

A New York manufacturer recently received the communication printed above. It is a serious criticism upon the management of the freight department of the Pennsylvania Railroad, and one that it is to be hoped is wholly undeserved. Be that as it may, there are freight lines against which such complaints are common and have been for years. A notable instance is one of the lines doing business between New York and Boston.

HE REMEMBERED.

He rose to depart as the clock sounded eight;
And, getting his hat and his cane,
His wife sweetly murmured: "Now, don't stay out late,

Dear Charlie, 'Remember the Maine!'"
With that somewhat startling injunction in view,
He was back home at ten with his pet,
For should he stay later he very well knew
What a great blowing up he would get.

—*Denver Post*.

DRESS up your advertisements as you would dress up your goods.—*Binner*.

MEDICAL ETHICS.

"THE EVENING TELEGRAM."
TORONTO, June 25, 1898.

Editor of PRINTERS' INK:

I have been wondering how many doctors there are in the American Congress. For they have not put a war tax on every prescription issued to cure the ills of the rich folks, while they have assessed the medicine of the folks who try to cure their own ills with specific remedies—proprietary medicines.

In Canada there is a little war on between Prof. Munyon and the Ontario Medical Council. It has just begun. The hostilities have not begun in earnest on the part of Munyon. The Medical Council have summoned before them two doctors in the employ of the Munyon Company and threatened to have their names erased from the medical register unless they at once sever their connection with the concern. They are charged specifically with "infamous and disgraceful conduct" in having been employed with a company which advertises its remedies and its cures. The Ontario Medical Council is a union of men who labor for a living just as we newspaper men do. Every medical man in the Province must pay a fee to the registrar of the council. The Legislature of the Province, in which the medical fraternity has always been well and numerously represented, has conferred upon this council very arbitrary and despotic powers in dealing with young and aspiring medicos. Indeed, it is an open question whether the government has not exceeded its own powers in some of the enactments favoring the Medical Council. The Medical Council has power to erase from the register the name of any doctor who transgresses the rules of professional etiquette. Thereafter such doctor shall not be permitted to practice medicine in the country, though he may be duly qualified by experience and ability and authorized by diploma.

A few months ago a doctor came to Toronto and made a specialty of medical treatment by electricity. He advertised. His practice grew largely. But the action of the council against the Munyon doctors frightened him. His address is now Newport, Me.

The newspapers of Canada, recognizing that there is a principle at stake which will soon affect their advertising columns, are giving attention to the fight against Munyon. They are not half aroused yet. But when Prof. Munyon dons his suit of armor and goes after this close corporation in real earnest, I believe the newspapers will back him up strongly. If the campaign is conducted with discretion and valor I think it will end in the Medical Council being stripped of some of its power. To use a legal expression, the law is *ultra vires*. Of course my knowledge of law is principally intuitive, except where it has to do with libel law, when my knowledge is mostly experimental.

This Medical Council of ours is composed nine-tenths of allopathic doctors. They do not believe in the efficacy of pills. I do not think they would approve of anything homeopathic. Perhaps that may be one reason why they have opened the campaign against patent medicines in Prof. Munyon's field.

The success of the council in their war against Munyon would certainly mean an ultimate injury to newspapers in Canada in the loss of advertising.

But if I can read aright the phrenological lines in that "speaking countenance" of the Philadelphia professor, with which every advertiser is familiar, the Medical Council will not win.

May I act as your special war correspondent in Canada while the engagement lasts? I will send you early news of the capture of the

enemy's outposts. Just now both sides are "skirmishing." Very respectfully yours,

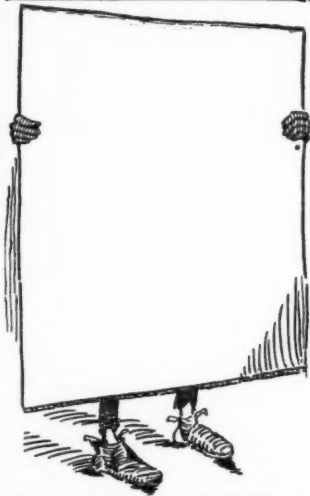
ALFRED WOOD,
The Telegram Advertising Agent.

WHY NOT ADD A HEAD?

SOMERVILLE, MASS., June 22, 1898.

Editor of PRINTERS' INK:

It strikes me that it would be new and odd enough to attract attention if one should put up a billboard, say ten feet square, with its bottom edge raised several feet from the ground, and to show a pair of huge "dummy" feet and (part of) legs, as pictured in accompanying cut.



The hands could be painted on either side of the board, as indicated. Even a much smaller board so treated might be placed in a conspicuous place and made to appear like a sandwich man holding the board in front of him.

CLIFTON S. WADY.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., June 20, 1898.

Editor of PRINTERS' INK:

A placard in a tailor window reads: "\$16.00 never bought so much style and durability before." Another one: "The quality is all here; most of the price is gone." "Take my word, take my suit, take my guarantee and you take a winner," says another tailor. "Prices reduced but quality always maintained," is the assurance of another. "We've got the ring if you've got the girl," says a jeweler. "It's a good steerage which lands you here," reads a card in a clothing house window. A local bicycle company has a basket hung on the fence of the baseball grounds and offers one of its wheels to the hard hitter who puts a ball into it. A boy, wearing a calico suit and plug hat, runs the streets for a photo button company. He has buttons pinned all over his clothes.

GEORGE B. FORREST.

TAKE any modern catalogue, cut out the illustrations, and see how well you like it as an advertising medium.—*Binner*.

WHO IS WRONG?

NEW YORK, June 28, 1898.

Editor of PRINTERS' INK:

I recently sent a series of advertisements for insertion in the Boston *Globe*. They were set in solid agate and occupied from twenty to twenty-eight lines each. The *Globe* rate is twenty cents a line, and a two, three, or four-line advertisement is charged at that rate; so, also, would be a column or a page. But the *Globe* people refuse these particular advertisements, being unwilling to accept payment based on the actual number of lines by count, although there would be no objection to settling in that way if the advertisement occupied no more than two, three or four lines.

The *Globe* people inform me that they set their advertisements with a machine, and although fourteen agate lines are supposed to go to the inch, their machine makes twenty-five agate lines measure two inches. Therefore, my customer would always pay for two or three lines more than were to be seen in his advertisement.

When I stated the case to the advertiser, he listened, asked a few questions, and finally said that, although he thought the advertising rates of the *Globe* low, he was not willing to establish the precedent of paying for more lines than he occupied.

Now, what I would like to know from you, Mr. Editor, is whether it was the advertiser or the *Globe* people who were unreasonable in this case. Very respectfully,

T. F. KENNEDY,

Mgr. The Geo. P. Rowell Advertising Co.

A CRITICISM.

CINCINNATI, O., June 21, 1898.

Editor of PRINTERS' INK:

I am a lawyer, and not a professional advertiser or adsmith, but as PRINTERS' INK is always open to suggestions and I have a point in mind, here goes:

I have been noticing the full page ad run by the Ohio Select List, and to my mind it is lacking in one point. The first ad I read left me in doubt as to how a would-be advertiser was to avail himself of the List. Another (March 16, I think) says: "For terms address each paper." I believe that they have done a good thing in combining on the full page ad, and yet will they get uniform results?

Would it not be much better for them to give combined circulation and a uniform rate for the whole List and then put its business in the hands of some good advertising agency, say Rowell, Richardson, Beckwith or other of the first-class kind?

As it is the would-be advertiser has to correspond with thirty-two different papers, to contract with them, to furnish copy to them, etc. In short the "business" necessary to "cover" Ohio with the List is multiplied thirty-two times.

I offer this because it seems to me that here lies a weak point in what is otherwise a first-class arrangement; also because I know that you want to get business for those who advertise with you, and finally because I personally appreciate the Little Schoolmaster. Very truly,

ROBERT L. BLAGG.

LANDMARKS.

The landmarks of New York City are being rapidly removed. Every old building was well known to citizens while it occupied its position, but as fast as they are being pulled down they are forgotten. So with the advertisers who, in the past, have been "landmarks," so to speak, in the newspapers. Once out of the papers and they are forgotten.—*Flame*.

THE "POST'S" MAIL CIRCULATION.

NEW YORK, June 29, 1898.

Editor of PRINTERS' INK:

In connection with the article in PRINTERS' INK of June 23, "The Best Mail-Order Daily," the *Houston Post* calls our attention to the fact that they paid \$6,243.21 postage for the year ending June 30, 1897. And on that basis it would come sixteenth on the list of the large daily papers mentioned by you, and ahead of 13 of the large journals in three or four leading cities in the United States. The same thing that applies to the *Chicago Record* would apply even more so to the *Houston Post*, and therefore in point of mail circulation they would evidently come higher up in the list than some of those that appear above them. The *Post* has made a special feature of this mail circulation, and we believe they have as many papers going by mail as most any of the larger dailies.

If you care to make a note of this in PRINTERS' INK it might be of interest to a majority of the people who read PRINTERS' INK.

Yours truly,

THE S. C. BECKWITH SPECIAL AGENCY,
By S. C. Beckwith.

IN BOSTON.

BOSTON, June 25, 1898.

Editor of PRINTERS' INK:

One of our seaboard lines running to the capital has prepared a pretty souvenir for advertising purposes, consisting of a compass in a neat brass case, two inches in diameter. Beneath the needle is printed a miniature map of Washington, with points of interest plainly shown. A manufacturer of a new bicycle has named it "The Dewey Fleet." The *L. A. W. Bulletin* offered a prize to its 100,000 readers for deciphering the signature of the Binghamton advertising agent, Willis Sharpe Kilmer, and not one could make out the autograph. The Merchant's Association intend to advertise Boston's summer attractions by issuing booklets descriptive of the near-by resorts and mailing them to country merchants with a view of inducing them to make an early fall trip to the markets of the Hub. FAX.

TAX OR CAT.

HOUSE OF REPRESENTATIVES,
WASHINGTON, D. C., June 7, 1898.

W. H. Cowles, Esq., the *Spokane-Review*,
Spokane, Washington:

DEAR SIR—Since receiving your letter concerning patent medicines, I have been looking into the subject pretty carefully, and have reached the conclusion that the whole thing is radically wrong. It seems to have been the study of the committee to so construct the bill that practically all the cost of this war should fall on the poor.

Whatever prejudices any one may have against patent medicines, the fact remains that the patent medicine is about the only remedy within the reach of the comparatively poor people, while the family almanac is their family physician. The poor use more patent medicine per capita than the rich, and as a consequence it is that much worse than a poll tax.

Very truly yours, W. C. JONES.

A BUFFALO MAN'S EFFORT.

Blennerhasset Jones, an advertiser of Buffalo, N. Y., thus cleverly advertises the advantages of patronizing him: "I do not collect advertising ideas from the big cities down East and serve them over for the little fellows. Everything I write is original, guaranteed original. My work is for the man for whom the old generalisms do not cover the ground. I go for the points the other fellow hasn't got, something copiers don't know how to do."

ADVERTISING STUDY FOR CLERKS.

There are many clerks employed in stores who are earning small salaries, and who could easily be of more service to their employers and infinitely benefit themselves by being able to write advertisements.

The average business man dislikes to write his advertisements. He leaves it to the last moment, and the work is in many cases done imperfectly. Should one of his clerks be able to relieve him of the responsibility undoubtedly that employee would become more and more of value.

Supposing a man applied for the position of clerk in a store. Would he not be more apt to get the place if he could say to the storekeeper, "I will not only clerk for you, but I will attend to your advertising?"

A young man has an advantage, because he has a knowledge of the goods, and has only to learn how to put his knowledge in readable form. He has but to tell in type what he tells the customers every day. A little careful observation as to what arguments he uses to convince a buyer that this or that is better than what some one else sells will enable him to form the groundwork for an advertisement about that article.

Good advertising is founded upon human nature, objective and subjective. You study other people, their wants and inclinations, and you observe what attracts you. It is reasonable to suppose, if you deem certain advertisements attractive, others may think in the same way.

A young man can begin by studying the work of the great advertisers. Take what is called the Wanamaker style, for instance. Pick up any magazine and notice the splendid examples there displayed.

The average clerk has a good deal of time, which he generally wastes, and which he could turn to profit for himself. He could begin to study the subject of advertising.

Then there are many publications devoted to advertising, like **PRINTERS' INK**. Almost any newspaper office could give one who is interested a list of such publications, and he can send for copies and decide which are best suited

to his needs. A careful study of the daily New York and Philadelphia papers, which can be found in almost every library, will prove beneficial.

GEORGE HENRY SMITH.

WAR BULLETINS FOR ADVERTISING.

The retail dealers who are taking advantage of the present excitement on the war question to display bulletins of the latest news may not receive any direct benefit from their efforts, but, as one of them claims, it does much in an indirect way to advertise his store. The throngs of people who crowd around these bulletins have the name of the merchant and his business impressed on their minds. It is a good way of giving their business greater publicity, and, while it may not effect many immediate sales, there is an impression made that the merchant is an enterprising man. To accomplish this result is a very important element in the art of advertising.—*Art in Advertising*.

PREMIUM GIVING.

Premium giving is advertising. It generally is pretty expensive advertising for the average retail merchant. A premium of sufficient value to draw any considerable amount of trade is generally costly enough to cut pretty well into profits. People who trade for the purpose of obtaining premiums are very likely to trade elsewhere when the premiums stop coming. There is therefore no permanent benefit derived from this class of trade.—*Advertising World*.

A CAMPAIGN.

When a merchant decides to go into advertising he should regard it as a campaign to be carried on with the strategy and perseverance of a military movement. It may be a long march, but there are many interesting incidents on the way, and the objective point is certainly worth all the trouble.—*Art in Advertising*.

OCCUPIES BOTH POSITIONS—BUT HAS A PREFERENCE.

I would prefer to regard my paper as a bystander rather than know it to be a son of a —. —*The Journalist*.

SUPERINTENDENCE.

The man who conceived and carried into execution the Brooklyn Bridge did not handle the material that entered into its construction. But he told others how to do it—he superintended and directed.

I superintend all dental work done in this establishment. It is practically my work, although others do it. It is better than I could do alone, just as the Brooklyn Bridge is better than Roebling could have made it alone.

DR. EDWARD EVERETT CADY (President U. S. Dental Association),
342, 344, 346 Fulton St (Corner Boerum Place).
Telephone—1904 Brooklyn.

Away Ahead of all Competitors.

During the first five months of 1898 The Mail and Express printed 1,172,052 lines of advertising, a gain of 135,002 lines, or 13 1-6 per cent over the corresponding months of 1897.

The next paper on the list printed 155,414 lines less than The Mail and Express and showed a loss, as compared with the same months last year, of 83,524 lines, or 7½ per cent of its entire advertising patronage.

There is an excellent reason for the phenomenal gains of The Mail and Express when other newspapers are losing patronage.

During the five months beginning November 1, 1897, and ending March 31, 1898, the daily average net paid circulation of The Mail and Express has increased, as compared with the same months one year ago, 57 per cent.

These two gains put The Mail and Express still farther in advance of all competitors and emphasize its position as

The Leading Evening Paper.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

ARKANSAS.

Little Rock (Ark.) *Arkansas Methodist* (1).—Official organ of M. E. Church, South, in Arkansas. Circulation 11,000.

CALIFORNIA.

Grass Valley (Cal.) *Union* (1).—Guaranteed circulation 1,752. That is the number of papers we print and daily circulate in Grass Valley and Nevada City, having a combined circulation of 15,000. The *Union* goes in two-thirds of the homes, in hundreds of which no other daily newspaper is taken. The stages to the small mountain towns above leave at such hours that the *Union* is delivered to subscribers on the day of publication with news twelve hours or more ahead of any other newspaper. At the pace it is growing by the first of January our circulation will exceed 2,000.

Los Angeles (Cal.) *Evening Express* (1).—Is a clearly edited home newspaper, devoid of all sensationalism and is a strictly family newspaper. The women folks all read it, and the women folks are the buyers for the family.

San Francisco (Cal.) *Book and News Dealer* (1).—The paid circulation of the *Book and News Dealer* is more than double that of any similar periodical—we bar none—and invite a show down from all, particularly the *Publishers' Weekly*, *Bookseller and Newsman* and the organ of the American News Company. We have \$1,000 to back up this claim.

CONNECTICUT.

Bridgeport (Conn.) *Morning Union* (1).—Has a larger circulation in Bridgeport than any other newspaper. Its patronage from local and foreign advertisers is an index of its value as a medium.

New Haven (Conn.) *Register* (1).—12,000 sworn circulation; State of Connecticut, county of New Haven. Personally appeared before the undersigned, a notary public in the aforesaid county and State, John D. Jackson, publisher of the New Haven *Register*, who, being duly sworn, made oath that the average circulation each issue of the *Evening Register* for the month of April was 12,006 copies. JOHN D. JACKSON. Subscribed and sworn to before me this 4th day of May, 1898. Geo. F. Booth, Notary Public. This is a larger circulation than four other New Haven papers combined.

DISTRICT OF COLUMBIA.

Washington (D. C.) *Post* (1).—The only morning paper in Washington. Reaches almost every family in the District of Columbia. Has a large circulation in suburban towns and throughout the Central Southern States.

ILLINOIS.

Chicago (Ill.) *Show Window* (1).—Is now the recognized authority on window trimming

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

in America. It circulates 10,000 copies monthly from the Atlantic to the Pacific, from Canada to the Gulf of Mexico.

Galesburg (Ill.) *Evening Mail* (3).—The circulation is now steady at 3,500. This is 1,300 copies higher than ever before even claimed by any Galesburg newspaper. The *Evening Mail's* pressroom, circulation books, etc., are always open to inspection for the purpose of verifying our circulation statements. The *Evening Mail* is circulating to a very large extent in all the neighboring towns and cities. This should be of immense advantage to the enterprising Galesburg merchants who desire to attract trade to this city. Through the mediumship of the *Evening Mail* they can now reach an audience that is composed of the best people of four or five of the best counties in the State. Good advertisements of good stores can not help but bring results greater than ever before anticipated.

INDIANA.

Indianapolis (Ind.) *Baptist Outlook* (1).—Goes to more than 10,000 Baptist homes in Indiana, and 13,000 in Indiana and States farther west.

Lafayette (Ind.) *Home Journal* (1).—There are in Tippecanoe and adjoining counties 41,000 farmers. \$20,500,000 is what they spend per annum. The *Home Journal* reaches them, and is the oldest and largest home and farm weekly published in Indiana.

IOWA.

Cedar Rapids (Ia.) *Kvinden og Hjemmet* (1).—A monthly illustrated journal for the Norwegian and Danish women in America. Sworn circulation of 24,000 copies.

KENTUCKY.

Louisville (Ky.) *Christian Observer* (1).—Best family paper in the Southern States. Circulation exceeds 17,000.

MASSACHUSETTS.

Boston (Mass.) *Advertiser* (1).—Goes to the homes and counting-rooms of the most substantial people of New England. More *Advertisers* are delivered in the residence and business sections of Boston than any other morning paper.

Newburyport (Mass.) *Herald* (2).—Kindly remember that when you contract with us you get two separate and distinct papers, whereas the price we ask would be a low price for only one paper. The *Morning Herald* is delivered by carriers into a majority of the homes of the best people of Newburyport and the surrounding towns. The *Evening Herald* is sold to the working classes principally, i. e., to the operatives in the shoe factories, silverware factory, car works, etc. The morning field in Newburyport is occupied solely by the *Herald*, and we divide the evening field with the other paper.

Newburyport (Mass.) *News* (1).—We hereby certify that we have examined the circulation books and cash receipts of the Newburyport *Daily News*, and find the actual number of papers sold, deducting all returned papers, for the five months ending May 31, 1898, averaged

4,240 per day, and for the month of May 4,315 per day. J. V. Felker, City Treasurer; W. H. Welch, City Auditor.

Orange (Mass.) *Enterprise* (1).—The largest circulation of any paper in the county, with a single exception.

MICHIGAN.

Saginaw (Mich.) *Evening News* (1).—Only one other paper in Michigan outside of Detroit has as large a circulation as the *Evening News*, while no other weekly or semi-weekly in Michigan outside of Detroit has as large a circulation as the *Semi-Weekly News*. The circulation of the *Evening News* is double that of the combined circulation of all other Saginaw dailies, and in addition to a circulation of 6,000 copies which go into nearly every home in the city, the *Evening News* has agents in seventy-four towns in the territory immediately surrounding Saginaw.

MINNESOTA.

Minneapolis (Minn.) *Journal* (3).—53,742 was the average daily circulation of the *Journal* for the month of May. This is by a long way the largest figure ever attained by any paper published in the Northwest, and represents a gain of 4,642 over the circulation of April. Nor is this gain in circulation in May without precedent. The gain for April was slightly larger, the average for that month being 49,100, and the gain over the previous month 4,727. The circulation for March was 44,373, a gain over February of 2,675. The net gain during the three months of March, April and May is 12,024. The *Journal* does not, as many of its contemporaries do, permit the return of unsold papers. Papers taken out of the office by agents are not returnable, but must be paid for and are taken at their own risk.

Minneapolis (Minn.) *Kingdom* (1).—Since the 1st of October, 1897, the total number of copies of the *Kingdom* actually printed and sold, during 27 weekly issues, amounts to 113,780, or an average per week of 4,215.

MISSOURI.

St. Louis (Mo.) *Medical Brief* (1).—The largest circulation of any medical journal in the world. Read each month by 50,000 physicians throughout the United States and Canada, who practice the science of medicine and surgery. Circulation proven by post-office, receipts guaranteed by the American Newspaper Directory. The average for 1895 was 32,315 copies per issue.

St. Louis (Mo.) *Mississippi Valley Democrat and Journal of Agriculture* (1).—Largest circulation of any agricultural weekly, and surpassed by no weekly publication in the West.

St. Louis (Mo.) *Woman's Farm Journal* (1).—Guaranteed circulation 50,000 copies each issue.

NEW YORK.

Millford, (N. Y.) *Otsego Tidings* (3).—The *Tidings* very seldom "blows its own horn," but it is a little proud of its circulation figures, and believes that its advertisers, at least, are entitled to know what they are getting for their money. For the year ending May 31, 1898, the average circulation was 911 copies each week. For the last six months of the year the average issue was 1,172, and for the last three months the average was 1,558 copies each week. There is no other Democratic newspaper in Otsego County that dares to publish a statement of its actual circulation. There are only three other papers of any kind in Otsego County that ever pretend to publish any figures in regard to their circulation. The *Otsego Tidings* now claims the largest circulation of any Democratic newspaper in Otsego County.

New York (N. Y.) *Hardware Dealers' Magazine* (1).—Has a wide circulation among the best hardware and house furnishing goods

trades throughout the United States, Canada, Mexico, South America, Australia, Great Britain, Europe and South Africa. Offers any manufacturer desiring to reach the wholesale and retail hardware trade of the world the most positive and direct service at as low a cost as is consistent with the service rendered.

New York (N. Y.) *Mail and Express* (1).—During the five months beginning November 1, 1897, and ending March 31, 1898, the daily average net paid circulation of the *Mail and Express* has increased, as compared with the same months one year ago, 57 per cent.

New York (N. Y.) *Mail and Express* (1).—Daily newspaper advertisers appreciate the value of the *Mail and Express*, and use its columns liberally. During the year 1897 it published more columns of paid advertising than any other New York evening paper. There can be but one reason for this. It pays advertisers. Magazine advertisers should look into the half-tone magazine issued with the Saturday edition. It has proved to be a profitable advertising medium for magazine advertisers desiring the quick returns that newspaper advertisers demand.

New York (N. Y.) *Puritan* (1).—The circulation of *The Puritan* is considerably in excess of 100,000. It has been a good many months since we have printed so few copies as 100,000.

New York (N. Y.) *World* (3).—The *World's* week-day circulation for March averaged 822,804 per day. This was a gain of 109,486 over March of last year. It is the largest circulation of any month in the history of the *World*.

Rochester (N. Y.) *Green's Fruit Grover* (1).—Over 53,000 copies go to subscribers all the time.

Rochester (N. Y.) *Vick's Illustrated Magazine* (2).—For over a generation *Vick's Illustrated Magazine* has enjoyed a large patronage and a field almost its own among a class of readers almost entirely owners of property and possessed of a just pride in their homes. At the present time we are able to assure you at least two hundred thousand readers among a class that all advertisers most desire to reach; namely, people with the money to respond to advertisements.

Syracuse (N. Y.) *Remarques* (1).—Does not claim to print the largest number of copies, but does claim the largest clientele of intelligent, thoughtful readers reached by any periodical, daily, weekly or monthly, in Central New York State, which makes it an advertising medium of known value, bringing profitable results. Its circulation includes all club rooms, barber shops, physicians' waiting rooms and the reading tables of over 7,000 families, whose action is immediate, positive and direct. High-class or attractive advertising appeals to the good middle class of people, and why? They have the money, they spend the money and they buy first-class goods.

NORTH CAROLINA.

Asheville (N. C.) *Register* (1).—Larger circulation than any other paper in the Ninth Congressional District.

OHIO.

Cleveland (O.) *Ohio Farmer* (1).—We claim that the *Ohio Farmer* has by far the largest bona fide paid circulation of any regular weekly agricultural or live stock journal of America. We will forfeit \$1,000 to any party, or parties, who will prove this claim to be incorrect.

ONTARIO (CAN.).

Almonte (Ont.) *Gazette* (1).—Has a larger circulation than any other newspaper in the Ottawa Valley, making it the best advertising medium through which to reach the public.

Brantford (Ont.) *Expositor* (1).—Circulation is the largest of any paper published in the smaller cities of Canada.

MR. TREMAINE'S IDEAS.

Mr. H. B. Tremaine, manager of the Æolian Company, New York, in a conversation with *Advertising Experience* recently, outlined some of his experience and practice in the preparation of advertisements:

"Get as close to the public as possible. It's the advertisement and the salesmen that move the business. There is no use for bookkeepers or factories or anything else unless you sell goods. The prime object of all business is to sell goods. The first step toward selling goods is an advertisement—speaking to possible customers through an advertisement. It seems to me that an advertisement should be the beginning of business, yet I have noticed that many advertisers say in an advertisement things so ridiculous that if a salesman should say the same things to his customers he would be discharged immediately. When an inquirer comes in here, we know just how much it has cost us to get that possible customer into our store, and the salesmen know it, too, and they put in good work. A firm ought to be very careful about these things, to be sure that something will be erected on the foundation laid by the advertising."

"As to how I prepare my own advertising, I may say, first, that I always carry a pencil and a pad with me. Some of my best thoughts have been ideas gathered on a ferryboat, railroad train, or somewhere out of doors, and I have jotted them down right there. A source from which I get a great many ideas is in the inquiries we get from our advertisements. I find this an excellent way in which to use these inquiries."

FOR MAIL ORDER ADVERTISERS.

Circulation by newsdealers is not usually profitable to mail order advertisers because the publications of mediums distributed in that way charge too high rates.

Evening editions of cheap daily papers, usually termed "extras," are worthless to mail traders.

If any advertiser will stand up and honestly assert that he ever made any profit by the use of "patent inside" lists on mail orders we will remove our claim that, regardless of all theoretical arguments, these lists are almost a dead loss to every patron who expects to sell goods by mail on account of them.

We have yet to hear from the first advertiser who has ever obtained any mail trade worth mentioning by the use of space in theatrical, circus or church fair programmes.

You can count upon your fingers the number of weekly papers that bring remunerative mail order trade, and you can count on your fingers those that have even a half of the circulation usually claimed.—*Our Silent Partner*.

THE IVORY ADVERTISING.

The Procter & Gamble Co., Cincinnati, always manage to keep a little in front of the procession of soap manufacturers. The colored inserts they are running in the magazines make them not only the most prominent soap advertiser, but the most prominent advertiser in the magazines. It is just this policy of putting attractive advertising before the public in the strongest possible manner which has made them so successful, and yet many an advertiser sticks a small inch advertisement in some obscure corner of a magazine and then wonders why it does not pay.—*Advertising Experience*.

A GOOD EXAMPLE.

We have no objections to your quoting this whole number, gentlemen, but be kind enough to give proper credit. PRINTERS' INK sets you a good example in this direction.—*Western Advertiser (Omaha) for June*.

THE real cost of advertising is not the price per inch, but the price per inch per thousand papers.—*Lowell (Mass.) Sun*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

THE

Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,

38 PARK ROW, NEW YORK.

The Detroit Suns

Write for our Special Summer Rates.

We aim to give our patrons a fair exchange for your money.

DETROIT SUNS, DETROIT, MICHIGAN

WANTED.--Case of bad health that R-T-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE EVENING CALL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

"CHILDREN HAVE MOTHERS."

20,500 copies of BABYLAND and LITTLE MEN AND WOMEN

are read every month by 20,500 mothers of little children.

Mothers are housekeepers and buy for the entire household.

MAY WE TELL THEM WHAT YOU HAVE TO SELL?

CHAS. E. GRAFF, Publisher,
100 William St., New York.

"CHILDREN HAVE MOTHERS."

IN ALL AMERICA

there are only seven semi-monthly papers having as large a guaranteed circulation as **Farm-Poultry**. In all the Northeastern States, New York, New Jersey, Pennsylvania and the six New England States, it has the highest rating of any paper devoted to live stock; in New England it equals the combined circulation of all such. The poultry raising industry is now yielding returns larger than any other farm product. Statistics prove this statement. **Farm-Poultry** has a larger circulation, a greater influence, and more well-to-do readers among this class than any other poultry paper in all the world. Its subscribers are heads of families, mostly women. Every subscription is paid in advance. Therefore advertisers in

FARM-POULTRY

get results. It will pay any advertiser who wishes to reach families who have money to spend. Sample copy and rate card will be sent on application to

I. S. JOHNSON & CO.,
22 Custom House St., Boston, Mass.



The Overland Monthly

(Established by BRET HARTE, 1868)

Is the only representative magazine of the Great West. Since its price was reduced from \$3 to \$1 a year its circulation has increased threefold, and has now the largest circulation of any illustrated magazine published outside of New York. To advertisers it offers the best medium for reaching the Great and Growing West; while its circulation in Eastern States is growing at a rate which indicates an ever increasing appreciation

of the magazine more characteristic of the American than any of its competitors. In July it will celebrate its 30th anniversary. Most of the contributors to the first OVERLAND have written for this number. Advertising rates furnished on application.

OVERLAND MONTHLY PUB. CO., San Francisco, Cal.

Pawtucket, Rhode Island

is a mighty live city—a great industrial center with splendid railroad facilities. It has over half a hundred diversified manufacturing industries, with immense pay rolls, and the people have money to spend. The population is rapidly growing.

The Pawtucket Evening Tribune

established in 1888—now under new and progressive management, with an up-to-date plant—is forging steadily to the front. Its advertising patronage shows a strong and healthy growth. THE TRIBUNE has a distinct territory of its own, being the only Democratic newspaper in a field of over 80,000 people, embracing the cities of Pawtucket and Central Falls, and a long chain of manufacturing villages in the Blackstone Valley. THE TRIBUNE makes a strong specialty of local news. Mr. General Advertiser, see that THE TRIBUNE is on your list of papers.

Circulation Record for the year 1897.

TOLEDO EVENING NEWS

Sold 6,749,714 Copies.

Daily Average, 21,843.

Send for advertising rates and sample copies.

NEWS PUB. CO., TOLEDO, OHIO.

A Model Newspaper Outfit

The Daily Northwestern

Established
1868.

OSHKOSH, WIS.

Is organized on a solid basis. It owns its own building, which is devoted exclusively to the newspaper. It has an outfit of Mergenthaler Linotypes, a stereotyping press of the newest design, an art department and a completely organized corps of editors and reporters. Besides this it built and now operates its own line of telegraph from Oshkosh to Milwaukee, a distance of 122 miles, connecting with the leased line of the Associated Press. It receives the full leased wire service every day, besides the service of a corps of special correspondents.

These facts are enumerated to show the character of THE NORTHWESTERN'S business and circulation.

No better or more satisfactory advertising medium can be found.

Eastern advertisers will find files of this paper and can make contracts at our New York office, No. 38 Park Row, in charge of Mr. H. D. La COTE, at exactly the same rates as at the home office.

IT LEADS ALL RIVALS.

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample
Copy
and Rate Card.

Address

THE WORLD,
VANCOUVER, B. C.

SECRET CIRCULATION.

A few newspapers of "secret circulation" are condemning the American Newspaper Directory as unreliable, and of using blackmailing methods, in obtaining circulation ratings, but there is nothing better published, and we are necessarily forced to use it. We shall not try to publish a better one.

June, 1898.

AD TOPICS.

THE ARGUS

ALBANY, N. Y.

**Largest, Brightest
and Best Newspaper
published in
the Capital City.**

**RATES AND SAMPLE COPIES ON
APPLICATION.**

JAMES C. FARRELL,
Manager.

**Eight pages—Daily and Sunday
—English and Yiddish—1 cent.**

**UNIQUE
BRIGHT
ENTERPRISING**

THE JEWISH DAILY NEWS

**טאגליכע יידישע
נייעס**

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 185 East B'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the Yiddish pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

**BOTH Papers are on a Paying Basis,
Free from Debt.**

\$25,000 INVOLVED IN DEAL.

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

A. H. STACK,

Marquette Building, Chicago, Ill.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES
OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

ONE TRIAL BRINGS RESULTS.

THE HARTFORD TIMES

with its circulation of

**15,000 Daily and
7,700 Semi-Weekly**

will take care of Connecticut
for you.

The Times is recognized as
the best advertising medium
in Southern New England.

When figured in proportion
to actual circulation,
The Times' advertising rates
are 50 per cent lower than
any other Hartford paper.

Send for Sample
Copy
and Rate Card.

Address
THE TIMES,
HARTFORD, CONN.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talks.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

IF YOU HAVE

SEED WHEAT,
FERTILIZERS,
GRAIN DRILLS,
HARROWS,
LAND ROLLERS,
FANNING MILLS,
PLOWS,

IN FACT, ANYTHING of real value to offer the PRACTICAL,
PROSPEROUS and PROGRESSIVE FARMERS
of America, advertise in the

AGRICULTURAL EPITOMIST

AUGUST
WHEAT
SPECIAL.

LAST FORM WILL CLOSE JULY 15th, SHARP.

CIRCULATION 165,000 COPIES.

ADVERTISING 75 Cts. PER AGATE LINE.

AGRICULTURAL EPITOMIST,
INDIANAPOLIS, IND.

LOUIS V. URMY,
TIMES BUILDING, NEW YORK,
EASTERN REPRESENTATIVE.

Or RELIABLE
ADVERTISING
AGENTS.

"My friend tells me that the best returns from patent medicine advertisements are from the 1-cent daily papers in the large cities. The religious papers come next and papers for women are third in value. There will be more business from an advertisement in one weekly religious paper than from fifty political weeklies. People seem to place more faith in the advertisements that appear in a religious paper, just as they do in the reading matter."—*N. Y. Evening Sun.*

Home People:

**SUNDAY SCHOOL TEACHERS,
LUTHERANS,
METHODISTS,
PRESBYTERIANS,
REFORMED CHURCH,
UNITED PRESBYTERIANS,
EPISCOPALIANS,
AFRICAN METHODIST.**

DO YOU WANT to reach steady and liberal purchasers all over the country, or only in a portion of it? One of our papers is national in circulation, covering Protestant denominations. Six of them cover the Middle States, each of them in a different denomination. One reaches the adjoining Southern States. Altogether every week they are read thoroughly in over **220,000 Homes** of buying families by people who believe in them and trust their teaching. They don't duplicate circulation.

Shall these families be taught that you have something they should buy? If you have anything of that kind, it will pay you and them to come together. We make it easy for you to do it. There are no other advertising mediums by which you can reach these people so easily, so well, with so much indorsement, or at so small a cost. For twenty-three to seventy-eight years these papers have been progressively growing from small beginnings until now they are the favorite weekly advisers in these religious homes.

When you make up your advertising list, be it large or small, it will be all the better for having some or all these papers on it. Ask your agents about

these papers, or if there is any information we can give, it will only require a letter from you to get it. You can use any or all of them as suits you best.

We shall be pleased to give you full information and put at your disposal all the helpful assistance which lies in our power to make your advertising use of these papers satisfactory and profitable to you.

**PUT
THEM
ON
YOUR
LIST.**

Philadelphia
SUNDAY SCHOOL TIMES.
LUTHERAN OBSERVER.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF. CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN RECORDER.

The Religious Press Association,

Witherspoon Building, Philadelphia, Pa.

Yellow, Red and Blue

Three color process printing has been so perfected that it is largely taking the place of lithography and in some cases it is difficult to tell which is which.

I sell the finest process inks on the market, and if you will send me a check for

\$3.00

I will express a pound can of Yellow, Red and Blue to any point in the United States free of all charges. My competitors ask double my prices for much inferior goods, but you can obtain credit from them, while my terms are strictly cash with the order (no exceptions). Send for my price list.

Address

PRINTERS INK JONSON, 8 Spruce St., New York.

P. S.—If you only want $\frac{1}{4}$ lb. of each color send 75 cents, but you must pay the express charges.

"TWO HEADS ARE BETTER THAN ONE."



When
you want
high-grade
lithographing
or
printing
send to
The
Gibbs
&
Williams
Co.
18 & 20
Oak Street,
N. Y.,
corner New
Chambers



THE STAMP 
OF ORIGINALITY.





They Have the Dollar

"Have you sufficient confidence in me to lend me a dollar?" inquired a tramp of Chauncey M. Depew. "I have the confidence," replied Depew, "but not the dollar."

The one and one-half million of people who each receive a separate copy of the Vickery & Hill publications have most of them paid for their subscriptions; many of them have been paying for twenty years. They are a steady going, clean, dependable class; mostly country people; farmers and mechanics, and their wives and daughters, who work for their living and get it. They haven't money to burn, but they always have a dollar to spend for the daily comforts of life and *they spend it freely.*

Advertisers who have used this List know these facts and have found it phenomenally profitable. We want to hear from the skeptical ones who haven't tried it.

THE VICKERY & HILL LIST
1,500,000 COPIES GUARANTEED EVERY MONTH.

New York Office, Temple Court,
 JOSEPH W. KENNEDY, ADVERTISING MANAGER.

EXAMPLE OF BLACK AND WHITE DESIGNED BY
 CHARLES AUSTIN BATES, N. Y.

The New==

Birmingham Age-Herald

By E. W. Barrett.

ALABAMA'S GREATEST NEWSPAPER.

**Circulation greater than all
other Morning Dailies in
Alabama Combined.**=====

Formed by the consolidation of the old AGE-HERALD,
STATE-HERALD, HERALD and IRON AGE.

The only newspaper going to every post-office in
Alabama and half those in Mississippi.

Weekly edition second greatest circulation in the
South.

If you advertise in the AGE-HERALD you cover
Alabama.

Rates may be high but results are in proportion.

THE

S. C. Beckwith Special Agency
New York and Chicago.



One
Morning
Paper

(when it is a good one)
in a city of 150,000 population
has a large
Exclusive Field

The Toledo
.....*Commercial*

covers such a field

Average Circulation for 1897, 8,454

people who have money.

Average for January, 1898, 9,750

You can't cover the field without THE COMMERCIAL

THE LARGEST AND BEST
FIVE-CENT MAGAZINE

Each number is worth
double the cost price—
128 pages for only 5c.

The Half Hour

Complete Stories, Poems, Serial
Stories, Editorial Comments, Cor-
respondents' Department, Music
and fine Illustrations.

No cheap magazine gives adver-
tisers as large return.

Make your contracts now and
secure the benefits of the exceed-
ingly low rates.

Advertising agents will quote you
prices, or address us.

Copies of the "HALF HOUR"
on all news-stands.

Send for Sample Copy.

George Munro's Sons,

17 to 21 Vandewater St., New York.



See Sharp

One of the symbols in musical notation is called C sharp.

It has no greater special significance than the other symbols of the musical scale but it sounds strange when read, as it is read—viz.: SEE SHARP.

C sharp to your advertising. THE MUSICAL COURIER of New York, now in its 19th Year, 19 Union Square, every Wednesday and on all news-stands. The whole musical community, students, professional, rich and poor musical families, young people in choirs and choruses and the teachers and pupils—about several million people in this land like these—all sooner or later read and study THE MUSICAL COURIER.

Get a copy. Look it up and down and you will find it a great medium if you want to present something for sale.

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
Republican-News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

THE Select List OF Ohio Dailies

will carry your advertisement to more homes for the same amount of money than you could possibly reach by random advertising. Correspond with this list of papers for rates. They are the cream of the State.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sydney,
Democrat-News.

Springfield,
Republic-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

If any publisher fails to get a correct circulation rating in the American Newspaper Directory it is because he does not want the truth to be known



Messrs G. P. Rowell & Co.,

Pub. of the American Newspaper Directory.

Dear Sirs;

I beg to acknowledge your esteemed favor of the 7th, and appreciate your courtesy. I do not know that I can give you any better evidence of my opinion than the enquiry made by a correspondent as follows;

"Do you have Rowell's latest directory? Is it the best of any? He is the most strict as to rating and ought to be the nearest right."

To which I replied;

"I always keep on file the American Newspaper Directory, and consider it the standard authority; any publisher that does not get a correct rating, has no one to blame but himself, and where it is not done, it is because the publisher don't want the truth to be known."

Yours truly,

Stanley Dewey

Every Bright, Thoughtful Advertiser

The men that work!
The firms that figure!!

and

All who wish to get on!!!

Know there is no
monthly like the

Chaperone Magazine

Brightly written.

Beautifully Illustrated.

WE COMMAND THE ARTILLERY

for St. Louis, the great South and Southwest.

OUR CIRCULATION IS OF THE RIGHT CALIBER,

accurately aimed and will hit the mark.

SEND US YOUR AMMUNITION

advertiser, we are experts, we have been trained to work the GUNS and will send your advertisement in 90,000 copies every month to a reading ARMY OF WOMEN with whom its purchasing power is unequalled.

For sample copies, rates and further information,
address any reliable advertising agency
or the home office,

CHAPERONE MAGAZINE, CHAPERONE BLDG.,
ST. LOUIS, MO.

Has yet to find the first legitimate concern that can find any fault with the American Newspaper Directory.

Ideas

A PUBLICATION DEVOTED EXCLUSIVELY TO DRUG ADVERTISING

New York
536 Pearl Street

M. P. Gould

New Haven
First National Bank Building

N. H. June 8th, 98.

Messrs. G. R. Rowell & Co.,
10 Spruce St. New York.

Gentlemen:-

I beg to acknowledge receipt of your American Newspaper Directory for 1898. It is surely a very valuable addition to the office. I think you should be complimented on the vigor with which you go after publishers who are not willing to state their circulation. I have yet to find the first legitimate concern that can find any fault whatever with the methods you pursue in regard to this directory. As for myself, I really feel that on this one account your directory can be depended upon in the rating of the different papers.

Again thanking you, I beg to remain,
yours very truly,

M. P. Gould

Dictated to L. D. C

From the New York Herald, June 24, 1898.

ELEVATED ROAD THRIVING.

**Its Receipts Increasing, but the
Bridge and Trolley Treasuries
Are Depleting.**

Brooklyn Elevated Railroad officials are well pleased at the results attained by crossing the Bridge, which have already made serious inroads in the receipts of the trolley roads affected. At the Bridge elevated railroad stations the ticket sales during the three days of operation have increased from thirty to fifty per cent over the sales of the corresponding days of the previous week, when the elevated cars did not cross the Bridge.

Among the trolley roads the Nassau is the heaviest loser, as the Fifth avenue elevated is its direct and close competitor.

GEO. KISSAM & Co.
control the Advertising on
the Brooklyn "L." 297
cars, routes covering practically
Brooklyn, rates \$100
per month for 16x24 card
in all cars, or a poster on all
stations.



Nothing in elevated railroad
advertising equals the display on the

Brooklyn "L"

Let us show you over
this road if you desire to
see real elevated railroad
advertising properly done
and at reasonable rates.

CARS NOW RUNNING
Over the Bridge

GEO. KISSAM & CO.
253 Broadway, New York.

A Perfectly Healthy Skin

Means a good complexion, freedom from pimples and blotches, and a continuous removal from the system of all kinds of impurities. It can not be secured or preserved without keeping the pores thoroughly clean and the glands active.

Cutelix *Cleans the Pores*

Soap doesn't. That's why so many intelligent people are substituting Cutelix for toilet soap.

Sold by all druggists or sent by express on receipt of thirty cents (five cents to pay for packing).

CUTELIX COMPANY,
253 Broadway, New York.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Now is a good time to advertise Turkish Baths. Many more people would probably take them than do if the inexpensive luxury was brought to their notice more often.

Turkish Baths

FOR LADIES ONLY.

Magnificently appointed rooms for the scientific giving of Turkish Baths. Many ills disappear after the taking of these baths. The effect is strengthening, beautifying and healthful. Competent lady attendants.

Bath and Massage 50c.

J. E. BISHOP & CO.

Tel. 68. 26 Main St.

This Saturday closing ad is good in three ways. 1st. It is store news; tells what the store is doing. 2nd. It shows that the store is the right kind of a one to close early on summer Saturdays. 3rd. It is calculated to spur up a few laggards who otherwise might delay their purchases until Saturday evening.

Saturday Closing.

Our friends and patrons will please bear in mind that we will close our store at 1 o'clock on Saturdays, beginning Saturday, June 25, and during the months of July and August.

PAUL CLEF & CO.,
14 Walnut St.

Harp City's Leading Music House.

A picture of an electric fan goes with this advertisement and gives it quite an original flavor.

WANTED A SITUATION!

I desire situation for myself and brother workmen. Can give good service in hot weather in poorly ventilated offices, banking rooms, stores and in fact anywhere in the city where the employed and employers need assistance. I'm a fresh air promoter—work with lots of speed and no noise.

Reference W. T. Breeze & Co., at 70 Susquehanna st. or call Tel. 828 and ask about me.

THE SUMMER GIRL

Is ready in ambush for you.

Better see about your summer panoply.

Here are stylish and serviceable outing clothes; negligee shirts of attractive patterns and styles; summer neckwear, hosiery, etc.

You'll find what you want here, at saving prices.

(Goods and prices follow.)

"Comfort"

There is nothing quite so comfortable in hot weather as a plain, broad-toe tan shoe.

Our foot form shoe is the greatest remedy on earth for tired, aching feet. Try a pair.

Vici Kid or Willow Calf, Lace or Congress.

\$2, \$2.50, \$3.

HORNER'S,
No. 300 James Avenue.

A good-sized cut of a nice-looking refrigerator belongs with this advertisement and is needed to make it as good as it ought to be.

You know the weather is hot and everything melts that comes in contact with it. But if you had one of those

Klondike Refrigerators

that we are closing out at cost everything would be sweet and nice; think of it, a refrigerator, like the one shown above, that will hold 300 pounds of ice, for \$25; hardwood and packed with charcoal.

FREEZER & CO.,

17 Arctic St.

This ad is a very good instance of making the best capital out of the current situation.

NOTICE.

I have not and will not advance prices on drugs. For eight years I have sold drugs and patent medicine and filled prescriptions 40 to 50 per cent lower than any druggist in Garden City and will continue to cut prices. I will be required to purchase several thousand dollars' worth of revenue stamps; still I will not advance prices one cent, but cut 'em deeper.

APPLETON,

55 South St.

No Part of Man's Attire

detracts from or adds to his personal appearance one-half as much as his

HAT

It is the finishing touch to the perfect man. If you want the proper thing in the hat line—Straw, Stiff or Crush—properly fitted to your head, see

McCUE & CO.,
500 WALES ST.

Our 30c. Coffee

Just a simple, every-day combination—

*Two parts Java
One part Mocha*

—but so pure and such a perfect blend that hundreds of our customers think it makes the most satisfying cup of coffee they ever tasted. Pulverized free.

30c. 1b. 3 lbs. 85c.

IMPERIAL TEA—a pure Ceylon Tea, economical because it's double strength and 50c. lb. instead of 70c.

H. F. CORKER & CO.,
WALTER AND WEST STS.

Groceries, or may be adapted to other business.

DON'T COME

In a month from now and say you saw

**Three Cans of
Choice Red Salmon for 25c.**

but get them now. Nobody else has the quality at the price. We expect to sell 200 dozen this week.

**CARPENTER'S,
10 Market Square.**

STRAW MATTINGS

Not only charm by their pleasant and inviting appearance, but a room or house so fitted is actually made cooler by their use. Forty yards of these hot weather helps, from China or Japan, cost from

\$4.50 up to \$20.

KOOL, DEY & CO.,
920 BREEZE ST.

Suggestive Head-Lines and Introductions.

Here are some bright, agreeable ways of saying it. Suggestions for the beginnings and head-lines of advertisements that show how possible it is to be good-natured and wide-awake even in the hottest weather.

Yield to price temptation. We have the power to make the price, and we make the price as a power.

The Earth's Best Always at WILSON'S. When you see people coming from the Wilson Supply Co. make up your mind that they live on the best money can buy.

You can believe it, Conroy says it's so.
THE RUSH for those splendid Men's Suits has been more persistent than we anticipated. When you can buy high-grade clothes at about half regular prices it's worth while looking into.

Saturday Special Bargains Beckon You. Follow the crowd and you'll be right in it.

Summer Fancies in the Latest and Prettiest Styles, just received.

Shafter's prices make it expensive for you to buy elsewhere.

Wilson quality never disappoints—the best possible for the least possible.

Grass Butter 12c. and 13c. lb. by crock. Fresh Butterine 11c. a lb. Cut rate teas and coffees.

Give Away Day at Messenger's, 262 Grant Ave.

You can't go wrong buying here because we buy right.

Remnants Reign To-Morrow! To-morrow we shall make special prices and special efforts to rid every stock in the store of its remnant accumulations.

You'll be glad if you do and sorry if you don't take advantage of our Saturday Special Bargains.

FOR HOT JUNE DAYS
Plaque Linen and Crash Suits and Separate Skirts, Plain and Fancy Trimmed, 98c. to \$10.

Large men can be fitted with comfortable clothing at this store.

Loving Cups

in Sterling Silver, Decorated Porcelain and Cut Glass, Silver Mounted.

TINSEL, TONE & CO.,
Jewelers and Silversmiths, 336 Main Street.

SUMMER MATERIALS

For Waists and Gowns

Not the "everywhere" kind, but dainty creations made with an art that wins the heart.

Modestly Priced.

Black Figured Swiss, . . . 35c.
Colored Figured Swiss, . . . 45c.
Figured French Organdie, 25c.
Irish Dimities, . 15c. and 25c.
Scotch Ginghams, . . . 25c.

Remnants of Summer Dress Goods at remnant prices.

J. B. WOLFE & SONS,
1008 WALNUT ST.

ODDS

The easiest way to clear out leavings is to lump them, or get them all together, slash the profits off the price and give your friends a chance. That's what—here—now—in *Carpets, Curtains, Draperies, Rugs, Hassocks, Wall Papers*—the leavings of a season's sales rounded up to be rid of before invoicing, August 1. Price positively cuts no figure. Don't miss this chance these few days.

ENDS

Arthur Griffin,
17 Washington St.

Hardwood Floors laid, finished and refinished.

How R. I. P. A. N. S.

Packed Without Glass.
TEN FOR FIVE CENTS.

Sell In

Philadelphia.

"I am selling more 5-cent size Ripans than any other article in patent medicine line I have. I also make more money out of it, as I get full price, and buying in gross lots this leaves me 3 cents on every 5-cent package I sell—more than I make on dollar preparations. The 5-cent package is all right."—Robert J. Gardner, S. W. cor. 18th and Reed Sts.

"I am selling a great deal of Ripans 5-cent size. Myself and brother who have another store have sold fifteen gross in last three or four months."—N. S. Steltzer, 7th and Cambrin Sts.

"The 5-cent package of Ripans is a great seller. I have made quite a display in window with some of five-gross lot I bought."—N. A. Cosens, N. E. cor. 7th and Montgomery Ave.

"We have a very large sale on Ripans. They seem to just catch everybody. The 5-cent package is very popular, and the people buy them very liberally. We do considerable wholesale business with druggists, and sell ten gross 5-cent sizes a month. As soon as revenue stamp business is settled will order in 25-gross lots."—W. H. Pile & Sons, N. W. cor. Passyunk Ave. and Catharine Sts.

"I have a very large sale on Ripans. Often sell a dozen to one customer. A few days ago I sold three dozen packages."—Scheuing, N. E. cor. 6th and McKean Sts.

"I have a very large sale on Ripans 5-cent size. Customers buy one package, and then come back and buy two or three."—European Pharmacy, S. W. cor. 6th and Lombard Sts.

"We are selling lots of 5-cent Ripans. Buy five gross every five or six weeks. Nothing sells as well just now."—John K. Wittel, S. W. cor. 7th and Morris Sts.

"We're selling lots of 5-cent Ripans. Seems to be the best sellers on earth. And the price is within reach of all."—Dr. A. P. Charlton & Co., 7th and Snyder Ave.

"Do we sell Ripans? Well, I guess so. They are the best sellers on earth. The 5-cent size is going out all the time."—F. P. Albright, cor. Franklin and Berks Sts.

"We have a regular sale on 5-cent Ripans. The demand keeps up, and it seems to have knocked out some of the other similar articles."—C. P. Elfreth, 148 South St., below 2d.

"We are selling lots of Ripans 5-cent size. The price seems to suit every one. I often sell a one-dozen package, and as we buy them in gross lots we make a very fair margin."—Dr. L. A. Dix, N. E. cor. 3d and Catharine Sts.

"We have a very large sale on Ripans. We sell about twelve dozen of the 5-cent size a month. We much prefer selling the 5-cent article, as we make a better profit, and there is no cutting. People want a cheap article these days, and it suits us just as well, as our profits are larger in the long run."—Mac Nair & Bro., Passyunk Ave. and Moore St.

"We get tired handing Ripans out. It is nothing but Ripans, Ripans all day long. We sell at least one gross a week. It pays us well, as we do not have to cut the price and make a fair profit on the goods. I was amused a few evenings ago, when seven or eight of my customers came in consecutively and all wanted a package of Ripans Tablets. Some people just ask for 5-cent package of Tablets, and when I hand them Ripans they smile, and say 'that's the stuff.'"—Wm. H. Hill, cor. Callowhill and 3rd Sts.

"We are selling lots of Ripans. The 5-cent package is very handy for every one. A lady came in four days ago and said Ripans had saved her life. She had been doctoring for years for indigestion, and nothing seemed to do her any good. One great advantage is that there is no cutting on 5-cent Ripans."—Frank Morse, N. E. cor. 11th and South Sts.

"We have a very large sale on 5-cent Ripans. It seems to be a better article than most patent preparations. It is cheap enough for every one and does the work."—Galen Pharmacy, N. W. cor. 18th and Snyder Ave.

"Ripans is a great thing. We sell two dozen a week sometimes, and there is always a good, steady sale on the 5-cent package. It sells better than anything we have in the store."—Joseph J. Cummings, S. E. cor. 3d and Pine Sts.

"Sales on Ripans 5-cent size are such that we are always ordering, and even then can not always keep stock up. It sells about as fast as we get it in."—The Weber Co., N. W. cor. 9th and Locust Sts.

"I am selling lots of 5-cent Ripans, and much prefer to sell the 5-cent package to any other size. On dollar articles there is a big lay out of money, and I do not make as much on them as on one 5-cent package Ripans, owing to cutting on price."—Thos. R. Gosling, 17th and Carpenter Sts.

"We have a very large sale on Ripans 5-cent size. I never saw such a sale on anything. People are just crazy for them."—Dr. A. S. Erney, N. E. cor. 16th and Morris Sts.

"We sell lots of Ripans. The 5-cent size is the proper thing, and we prefer to sell it to any other size. We make more sales and also more money in the end, as there is a fair profit and no cutting prices, as is the case with 25-cent and 50-cent goods."—W. W. Chalfant, N. W. cor. Tasker and 15th Sts.

"The 5-cent size Ripans certainly has a very large sale with us. We buy them in gross lots, and it does not take very long to sell them out."—Meade's Pharmacy, N. E. cor. 15th and Bainbridge Sts.

"We have a very large sale on Ripans 5-cent size. We do not interest ourselves in patent medicines as a rule, but as the formula of Ripans is no secret we don't mind selling it. Ripans is about the only patent medicine we give a show in our window."—W. L. Mathews, N. E. cor. 25th and Christian Sts.

"You struck the key note when you put the 5-cent package on the market. It is just what the people want. We sell four or five dozen a week."—Ashmead Pharmacy, 900 Gray's Ferry Road.

"Ripans selling very rapidly. We sell about one-half gross a week. They seem to take it up every one."—Decatur Milligan, 509 N. 2d St. (between Noble and Buttonwood Sts.).

"I have a very large sale on Ripans 5-cent size. I think I have sold three thousand packages since last October. That is about one dozen a day. Sales seem to be keeping up, too."—Lewis C. Strunk, Brown, cor. Mascher Sts.

"I have a very large sale on Ripans. They seem to be a very nice article and please everybody. I am saving my empty cartons and will make window display with them."—Abell's Pharmacy, 1 West Girard Ave.

"I am selling tubs full of Ripans. I keep a tub full of them in my window, and it does not take long to empty it. The 5-cent size is all right."—Ira D. W. Kramer, cor. Richmond and Palmer Sts.

"I sell about one gross of 5-cent Ripans a week. People seem to buy them like stamps. I have had twenty-five people come into my store in an afternoon, and all would want Ripans. I would much rather sell five packages Ripans than one of the dollar preparations on the market. I make two cents a package on Ripans and not a cent on the dollar goods."—Knorr Pharmacy, Girard and Susquehanna Aves.

"Ripans 5-cent size are selling like hot cakes, and the 5-cent package was just what the people were wanting."—Bridges Pharmacy, 3606 Bridge St.

"We sell an enormous quantity of Ripans five-cent size. The trolley conductors and motormen seem to use them in great quantities. On Saturday nights we sell three or four dozen five-cent packages. The very wealthiest class of people in this neighborhood also buy a good deal of Ripans. It seems to please rich and poor alike. Just as the Saturday night supply is consumed the rush for Ripans commences again."—Pelham Pharmacy, Phil. Ellena St. and Germantown Ave.

"Oh, no, I don't sell any Ripans, only about six dozen a week. Whenever I see any one come in the store I get ready to hand out a 5-cent package of Ripans. I keep them very handy, as they are more called for than any other article in my store."—A. D. Forrest, 4182 Germantown Ave.

"We have a good sale on Ripans 5-cent size. They sell like hot cakes wherever I have been. I have been in several towns in the State and in Scranton particularly they have an immense sale."—Dr. L. K. Sliker's Pharmacy, N. W. cor. Germantown Ave. and Tioga St.

"I sell lots of Ripans 5-cent size. The 5-cent package is all right. If it were 10 cents there would be a cut on it. As it is there is no cutting on 5-cent size and druggists can make a fair profit."—C. W. Eliephman, N. W. cor. 11th and Susquehanna Ave.

"I can hardly keep Ripans in stock. It seems that I am continually sending an order to my jobber for Ripans 5-cent size. I sell a gross or two a month."—Chandler's Pharmacy, N. W. cor. 11th and Montgomery Ave.

"I never saw anything like it. Ripans are the greatest seller I ever had in stock and sales are getting larger and larger."—Pickett's, 15th St. and Columbia Ave.

"We have a very large sale on Ripans 5-cent size. People stop in and buy them in the morning when going to work and again in the evening when coming from work. They keep well supplied night and day."—Clearfield Pharmacy, 15th and Clearfield Sts.

"I have a very large sale on Ripans 5-cent size, and often sell a dozen at one time. I sell three or four dozen a week at least."—H. L. Randal, 8th and Parrish Streets.

"I have a large sale on Ripans 5-cent size. Customers ask me what I think of it, and I tell them the formula is all right, and if they want a mild cathartic Ripans is all they need. The formula is a good combination, such as I could put up myself in the store, but as they are only 5 cents a package, and make a fair profit, I just as soon sell Ripans."—Tenth Street Pharmacy, N. W. cor. Tenth and Race Streets.

"We have a very large sale on Ripans 5-cent size. We buy them in 25-gross lots direct."—Miller Drug Co., 15 N. Eleventh St.

"We have a large sale on Ripans. Buy them in gross lots. Very often sell two packages at a time, which makes our sales just as large as if it was a 10-cent article. The 5-cent package is all right."—C. W. Warrington, 1700 Mt. Vernon St.

"We have a very large sale of Ripans 5-cent size. I suppose we have sold five or six gross in the last few weeks."—Kennedy & Burke, N. E. cor. Eleventh St. and Girard Ave.

"Ripans are selling about the same as postage stamps. I always have to lay in a supply for Saturday, as I have a big run on the 5-cent packages on Saturday and Sunday."—H. H. Ross, N. W. corner 13th and Brown Streets.

"I have a very good sale on Ripans. The 5-cent package seems to be just what everybody has been waiting for."—F. W. Krollpfeiffer, N. W. corner Amber and Dauphin Streets.

"Ripans are very popular with us. The mill employees in our neighborhood all use them. They seem to do the work, and the price suits them."—John Moffett, N. E. corner 4th and Norris Sts.

"There seems to always be a run for Ripans on Sunday morning. We sell about a dozen 5-cent packages every Sunday morning between 8 and 11 o'clock. People seem to take them after any dissipation they may have had on Saturday night."—J. H. Vogelbach, S. E. corner 5th and Cumberland Streets.

"We have never had such a good-selling patent medicine in our store. The 5-cent size has an enormous sale. On Saturday we sell about three or four dozen packages. A great advantage, too, that there is no cutting on Ripans. We don't object to selling goods we get full price for."—Spannagel's Pharmacy, 1607 Ridge Avenue.

"We have a fine sale on the 5-cent size of Ripans. Buy them in five gross lots and have sold as much as five gross in three weeks."—Richard H. Lackey, Lehigh Avenue, corner 5th Street.

"I have a very large sale on Ripans 5-cent size. People buy five packages at a time. I sell about one gross a month. It seems that Saturday and Sunday are the best days for Ripans; customers seem to use more on these days."—Post's Pharmacy, cor. 5th and Morris Sts.

"It is surprising how Ripans sell. The 5-cent package is just what the people want."—August Weber, N. E. cor. 6th St. and Washington Ave.

"Ripans is a 'winner' and we sell dead loads of them. They seem to please everybody, as we have never had a complaint."—P. P. Turner, N. E. cor. 5th and Jackson Sts.

"We are selling more Ripans than any other article in our store."—Krecker's Pharmacy, N. W. cor. 8th and Mifflin Sts.

"We have a large sale on Ripans. We could not do without them, and it seems that our customers can not get along without them, either."—Heller's Pharmacy, S. W. cor. 5th and Christian Sts.

"Oh! we have a grand sale on Ripans 5-cent size. Everybody seems to be using them."—W. A. Auffurth, S. W. cor. Roehill St. and Indiana Ave.

"Ripans are the best sellers we ever had in our store. If everything was selling as well we would not kick."—Elite Pharmacy, Kensington Ave. and Clearfield Sts.

"We have an enormous sale on Ripans 5-cent size. It seems everybody is using them now. I wish everything was selling as well."—Hargreaves' Pharmacy, 2725 N. Front St.

"Ripans is a good thing, and I sell loads of them."—E. K. Fisher, S. E. cor. Indiana Ave. and Rorer St.

"Ripans are selling well. It is about the only thing that is selling."—Alfred H. Bolton, cor. 13th St. and Chelton Ave.

"Ripans 5-cent size sell like hot cakes. Must be a good article or people would not buy them so often."—Parrish Pharmacy, N. E. corner 23rd and Parrish Streets.

"It seems as though we sell nothing else but Ripans from the number of calls we have for them. The 5-cent package is a wonderful seller."—S. E. R. Hassinger, N. E. corner Fairmount Ave. and 23rd St.

"We have an enormous sale on Ripans 5-cent size. The goods are all right and have a great deal of virtue."—A. F. Merrell, 19th and Fairmount Avenue.

"Ripans are selling like thunder. We sell about three or four dozen a week."—T. E. Hickman, S. W. cor. 11th and Brown Sts.

"I sell an awful lot of Ripans. The 5-cent size is very popular."—Nolte's Drug Store, 8th and 14th Streets.

"We sell four or five dozen 5-cent packages of Ripans a week."—J. W. Neef, 1015 Columbia Ave., cor. Alder St.

"We are selling lots of Ripans. We used to buy them in dozen lots. Now we always buy a gross."—J. M. Sharp's Richmond Pharmacy, 2543 Richmond St.

"Ripans are selling well. The 5-cent size is just the best seller we have."—Christian Weiss, N. W. cor. 6th and Girard Ave.

"Ripans are selling like hot cakes."—Alex. G. Keller, 101 North 3d St.

"My sales on Ripans are immense. There is nothing selling as well. I sell about a gross a month."—Julius Wohlgenuth, N. E. cor. 21st and Dickinson Sts.

"The sales on Ripans 5-cent size are out of sight. Ripans are getting very popular."—J. W. Harrigan, S. W. cor. 26th and Federal Sts.

"We are just shoveling Ripans out. Nothing sells any better. The 5-cent size is the seller."—A. L. Dow, cor. Oakford and 27th Sts.

There is now and then a druggist who thinks he has decided not to handle or sell the five-cent packets of Ripans Tabules now that the prices are advanced on account of the stamp tax.

Under the new price list the druggist's profit, even if he buys twenty-five dollars' worth at a time, is reduced to the narrow margin of 46 per cent. Ten Tabules are sent by mail for 5 cents; and a dozen 5-cent packets for 48 cents, by the manufacturers.

**THE RIPANS CHEMICAL CO.,
No. 10 Spruce St., New York.**

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of **PRINTERS' INK** may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. **PRINTERS' INK** "pays the freight."

I clipped the following from the *Chicago Apparel Gazette*:

A few days ago a local Fifth street clothier advertised a "sensational" sale, offering bargains at prices that would make a poorly clad man feel ashamed of himself. The merchant evidently had some doubt as to how this snap would take, for, by the way of giving the thing a bigger lift, and to convince buyers they were getting "something for nothing," he just shoved in with the advertisement an affidavit fixed up thus:

AFFIDAVIT.

CINCINNATI, O., May 27, 1898.

State of Ohio, County of Hamilton:

Personally appeared before me, and known to me to be such, and he made oath that the Men's Suits offered for sale in this advertisement for \$2 are the identical Suits which have been selling at \$4, \$5 and \$6—and the Suits offered for \$5 are the identical ones that have been selling for \$10 and \$12—and the Suits offered for \$10 are the identical ones that have been selling for \$18 and \$20.

(Signed.)

Notary Public.

The affidavit was properly signed, sealed and acknowledged and strong enough in form to swear away a man's life. Does it require affidavits to convince the public that what is stated in an advertisement of clothing is bona fide? Surely methods of this kind can not be profitable in the long run.

It may not require affidavits to convince the public of the truth of an advertisement, but the affidavit certainly does make the ad more forceful.

There are a great many people in the world who will lie like horse thieves, but who won't swear to the lies. Just why they make the distinction, I don't know.

Most people believe that affidavits are true. I think most people believe newspaper circulation affidavits. If they believe these, why shouldn't they believe affidavits in clothing ads? I should say that, if this Cincinnati clothing man's affidavit is strictly true, his method of advertising would prove continuously profitable; and there is no reason why it shouldn't. If what he says in his affidavit is not true, it will probably pay a few times, but eventually the scheme will play out.

The first thing in advertising is to get something that can be attractively advertised by stating the plain truth about it. The second thing is to state this plain truth so plainly and strongly and convincingly that every one will believe it.

I think it was Emerson who said:

"It is the privilege of truth to be believed." At any rate, that is the favorite quotation of the biggest liar I ever knew. He says it is from Emerson, which I presume is sufficient evidence that Emerson never heard of it. It may be the privilege of truth to be believed, but truth has to hustle if it wants to avail itself of that privilege. Falsehood is usually aggressive, and that's why it sometimes gets ahead of truth—even in advertising.

I have been asked how I think a drug store should be advertised.

The most profitable advertising a drug store can do is done inside the store.

Newspaper and other printed advertising can bring customers to your store once, but it can't make them come again; and customers who never come back might just about as well have stayed away altogether.

The most successful druggist is not necessarily the man who does the best newspaper advertising; but he is necessarily the man who does the best inside advertising. The man whose store makes the right sort of impression is the man who succeeds. The man who makes the customer want to come again is the man who wins.

In the absence of the purpose and the ability to create this favorable impression, no outside advertising on earth can bring success.

Too many druggists seem to overlook this important fact.

Too many druggists, for instance, seem to think they have done their duty by their show windows if they give them the usual number of the traditional red and green headlights.

But that is a mistake. A druggist's windows should always be tastefully trimmed, and the trim should be changed often. This takes a good deal of time and thought, but it's well worth it.

Trusses and hot-water bottles do not possess that ornamental value which some druggists seem to give them credit for, but in every drug stock

there are many things that may be advantageously used as window decorations.

Soaps, perfumeries, cosmetics and similar toilet articles make extremely attractive displays, if well handled. Care should be taken not to have too many different kinds of articles in the same window. Indeed, it is far better to have but one. The most striking drug store window I ever saw was trimmed entirely with small bottles of violet water, tastefully arranged. The ground and sides of the window were covered with a slightly contrasting shade of crepe paper. Ornaments of the same material and bunches of artificial violets completed the trim.

Above all, the windows should be kept scrupulously clean, inside and out. There must never be a particle of dust nor a solitary fly.

The same religious cleanliness must always obtain all through the store. Everything must be kept shining and sparkling. Screen doors and windows must be provided to keep out the flies.

The soda fountain must be as neat as a new pin. The boy who draws the soda must wear a jacket and apron of immaculate whiteness. The moment a glass is used it must be rinsed, dried and polished. The bottles containing extracts and everything of that sort must be kept out of sight.

The show cases must be equally clean, of course, inside and out. Their contents must be tastefully arranged. Keep them clear of litter. Don't cover them with sample cards of remedies for toothache and corns. There's no more reason for thrusting such things at the public than there is for urging them, by implication, to buy rubber nipples or blue ointment.

Don't be afraid to spend a little more money than poor things cost. Get the best—the difference in cost is slight. I mean such things as bottles, corks, caps, envelopes and cartons. Every package that goes out of your store should be a model of neatness and good taste, not to say elegance. These so-considered trifles are among the very best advertisements your business can have. The packages that come from some drug stores I know of have an air of aristocratic exclusiveness, of unmistakable top-notchness that can not fail to impress the most critical and callous man in town.

Make no mistake about it, people note such things and remember them.

While it is unavoidable, in the case of a small store and a small business, no drug store ought to be left in charge of but one man. Nothing is more depressing than to go into a drug store and see no one behind the counters. The druggist is behind his prescription counter. Two or three people are sitting around waiting, just about as cheerfully as if they were momentarily expecting execution. You feel as if you ought to apologize for intruding. You don't want to stay and you don't want to go away.

If there were only somebody there to whom you could tell what you came for you would feel better, even if you had to wait your turn. A boy could do that, and give you some kind of an idea as to the length of time you would have to wait, and boys don't cost much.

The impression your store makes upon the public depends very largely upon the way you treat people. Of course loafers should be discouraged—insulted if necessary. But serious minded people who come in on business must be treated with a judicious mixture of deference and cordiality. The familiar shoulder-slapping man is of course a nuisance and an ass, but the frozen automaton who stands and glares at you without speaking until you meekly stammer forth your wants would never sell so much as a single quinine pill if I had my way.

You can be pleasant without being unduly familiar. You can unbend and come down to earth without sacrificing a jot of your manly dignity.

Treat everybody alike. The child who wants a stick of licorice, the girl who wants a postage stamp and the old lady who wants to know what time the 4.30 train leaves, are entitled to the same courteous treatment accorded to the mayor of the town.

Children all have money to spend—or will have when they grow up. You want that money. In fact, you've got to have it. They don't have to have your goods—they can go elsewhere. But you do have to have their money.

Hence your constant effort and study must be to send everybody away from your store feeling that they want to come again. You must make them feel that you deserve their trade—that you'll always be glad to see them and always on hand to welcome them.

The human animal is a grateful animal. He appreciates proper treat-

ment. He remembers the man who made effort to please him.

And he'll willingly walk a block or two out of his way to patronize that man again. He'll be glad to get into the habit of giving that man his steady patronage. He'll be glad to recommend him to his friends.

There are many things besides politeness and courtesy that are necessary to insure this feeling on the part of your customers.

This is one: Give people credit for knowing what they want. Offer advice when it is asked, and not before. When a customer asks for Hobson's liniment, and you haven't got it, say so, and then wait to see what happens next. If the customer asks you what kind of liniment you have got, tell him. Or, if he hesitates, and acts undecided, tell him that you have Dobson's and Blobson's. There's no harm in that. If he asks your opinion as to their merits, give it to him, frankly and honestly.

But when asked for something you haven't got, don't jump into the situation with the "just as good" article. That gives people who have brains in their heads the impression that very probably it isn't as good—that you handle it for the reason that there's more money in it for you. If they buy your "just as good" article, they do it under protest. They have a feeling that it isn't what they need. They almost hope it won't do them any good, so that they can lay the failure up against you. And that's precisely what they'll do—blame you and not the medicine.

You've probably heard a great deal about the evils of substitution, but this is the one great overshadowing evil of that practice—the injury it does to your business through impairing the confidence of your customers.

The fact that the substituted article is actually just as good has nothing whatever to do with the case. Give people what they call for—they are supposed to know what they want. If they get something else, make them feel that they bought it because they concluded they wanted it, not because you wanted them to take it.

Another thing: Let it be clearly understood that you stand behind everything that goes out of your store—that what you say goes. Let it be known by everybody within reach that yours is a thoroughly dependable store.

Make everybody feel that when they buy anything of you it will turn out precisely as you told them it would.

And if there's anything wrong with it they can get their money back in a minute.

This is the way solid, substantial businesses are built up.

These are the fundamental, rock-bottom principles of good advertising.

The man who writes the ads for the *Woman's Home Companion* has a hard time and not very much success in trying to say nice things about it.

I have just received a booklet advertising the *Companion*—a very well-conceived, handsomely printed booklet, containing sample advertisements and testimonials from advertisers who have used the *Woman's Home Companion* with profit.

The title of this booklet is "Business Roped In." I presume it applies to the advertisers represented in the booklet, whose business has been roped in by the *Woman's Home Companion*.

Now, Mr. Noah Webster, in his interesting work on the English language, says that "to rope" means "to draw, as with a rope; to entice; to inveigle; to decoy; as to rope in customers or voters (slang U. S.)." He also says that it means "to prevent from winning (racing slang Eng.)."

The writer of the booklet may not have meant it just this way, but he certainly ought to know the meaning of slang expressions, for he says: "After looking over the statements of these well-known advertisers, why not consider whether the company isn't just about as fast as you are entitled to train with?"

The following back-scratching match occupies one page of the booklet:

Is the judgment of the greatest magazine advertising agency in America worth anything to you—an agency that chooses best mediums for best advertising solely because they seek profitable results for their clients?

Everybody pays the same rate in the *Companion*; everybody gets same proportionate results if they stick to good announcements and don't let up.

"The reason you have had our various orders for advertising the pure machine-made India and Ceylon Tea is that we believe *Woman's Home Companion* to be a first-class medium for reaching thousands of homes."

J. WALTER THOMPSON CO.

Times Bldg., New York.

Both testimonials must prove interesting when one considers the well-known reputation for self-sacrifice which is enjoyed by the agency in question.

ONE EYE WITNESS
IS BETTER THAN
TEN HEARSAYS.

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's **MONTHLY**
WEEKLIES

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., **Boyce Building,**
CHICAGO.

The advertisement is set in a desert landscape under a crescent moon. A large sphinx sits on a pedestal. On the pedestal, the words "JOURNAL WANTS BRING QUICK RESULTS" are carved. A person in traditional desert attire is reclining in the foreground. A sign on the pedestal reads "N H State Library (22)".

From the Orient •
From Everywhere
come grateful •••
praises from those
who use Journal
"Wants."

The New York
Journal has the
greatest circulation
on earth and
its "Wants"
are read in
every nook of
the globe.

Try One •

JOURNAL
WANTS
BRING
QUICK
RESULTS

N H State Library (22)

DESIGNED BY CHARLES AUSTIN BATES. NEW YORK.